

Fig. 2

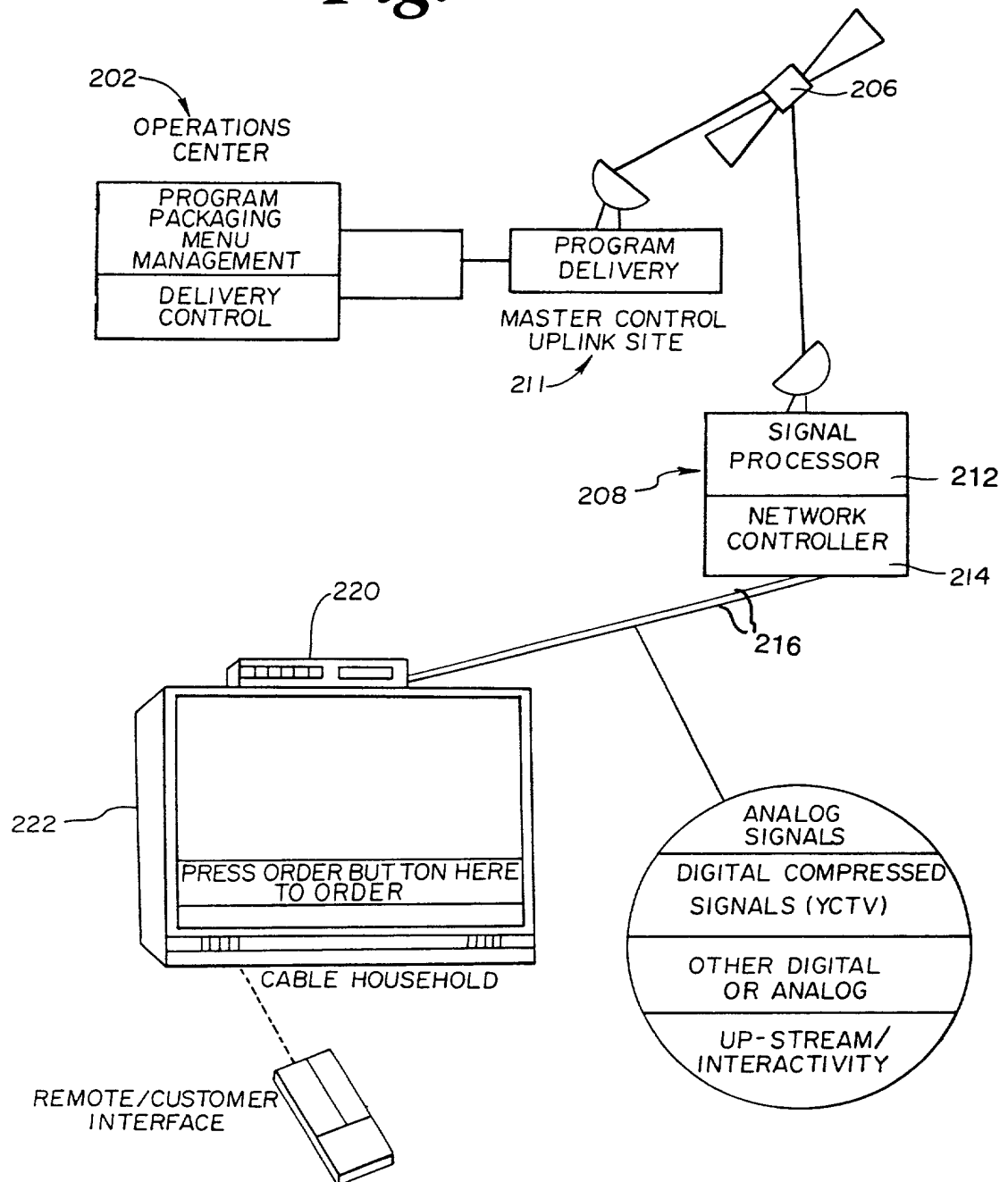


Fig. 3a

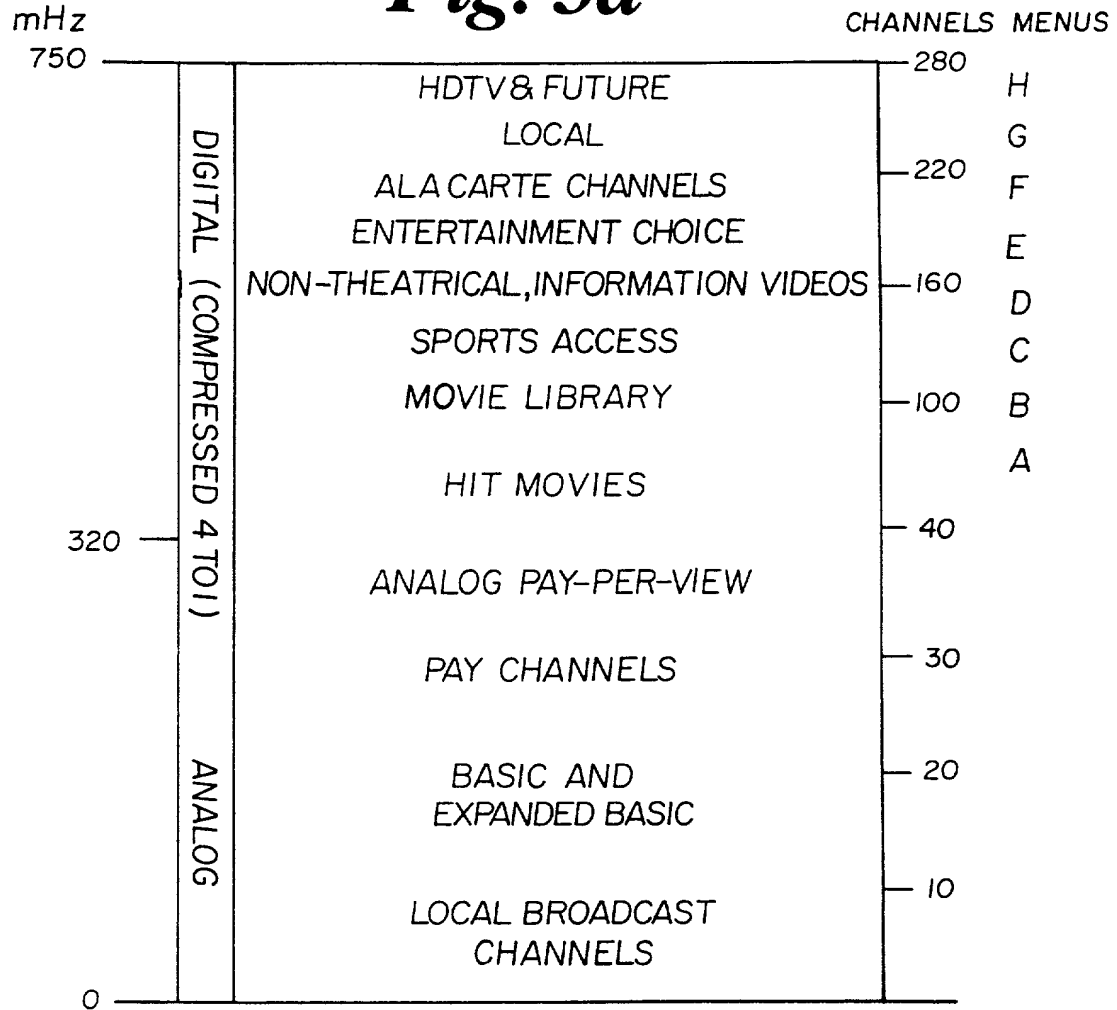
















Fig. 3b

230

CHANNEL MENU	PROGRAMMING CATEGORY	# CHANNELS ALLOCATED
A	MOVIES	50
B	SPORTS	2
C	CHILDRENS	3
D	DOCUMENTARY	14
E	ENTERTAINMENT	10
F	SPECIALTY CHANNELS	15
G	LOCAL	N/A
H	HDTV	4
I	INTERACTIVE	2
	COMBINED	100















Fig. 3c

SATELLITE MOVIE OPTIONS

VCTV COMBO		COMP. RATIO	AVAILABLE MENUS (1,2&3)	PRIORITY ONE MENUS	PRIORITY ONE PLUS TWO MENUS
1	8:1		HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES		HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES
2	8:1				
3	8:1				
4	8:1				
5	8:1				
6	8:1				
7	8:1				
8	8:1				
9	4:1		SPORTS 8 SELECTIONS		SPORTS 2 SELECTIONS
10	4:1				
11	8:1		CHILDRENS 8 SELECTIONS		CHILDRENS 2 SELECTIONS
12	8:1		DOCS/NEWS 8 SELECTIONS		DOCS/NEWS 2 SELECTIONS
13	8:1		ENTERTAINMENT 8 SELECTIONS		ENTERTAINMENT 4 SELECTIONS
14	8:1		SPECIAL-INTEREST CHANNELS 16 SELECTIONS		SPECIAL-INTEREST CHANNELS 4 SELECTIONS
15	8:1				
16	8:1		PROMOS (1/6 SCREEN) 48	PROMOS (1/6 SCREEN) 6	PROMOS (1/6 SCREEN) 48
17	8:1 or max		DATA STREAM	DATA STREAM	DATA STREAM
18	8:1 or max		MUSIC 32 DIGITED STATIONS		MUSIC 4 DIGITED STATIONS
			236	230	233

0966759 100101

Fig. 3e

VCTV COMBO		COMP. RATIO	TYPICAL WEEKDAY PRIME	SATURDAY AFTERNOON IN OCTOBER
1	8:1		 HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES	 HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES
2	8:1			
3	8:1			
4	8:1			
5	8:1			
6	8:1			
7	8:1			
8	8:1			
9	4:1		 SPORTS 8 SELECTIONS	 SPORTS 16 SELECTIONS
10	4:1			
11	8:1		 CHILDRENS 8 SELECTIONS	 CHILDRENS 4 SELECTIONS
12	8:1			
13	8:1		 DOCS/NEWS 8 SELECTIONS	 DOCS/NEWS 4 SELECTIONS
14	8:1			
15	8:1		 ENTERTAINMENT 8 SELECTIONS	 ENTERTAINMENT 6 SELECTIONS
16	8:1			
17	8:1 or max		 SPECIAL-INTEREST CHANNELS 16 SELECTIONS PROMOS (1/6 SCREEN) 48	 SPECIAL-INTEREST CHANNELS 8 SELECTIONS PROMOS (1/6 SCREEN) 48
18	8:1 or max			
			DATA STREAM	DATA STREAM
			 MUSIC 32 DIGITED STATIONS	 MUSIC 32 DIGITED STATIONS
			238	240

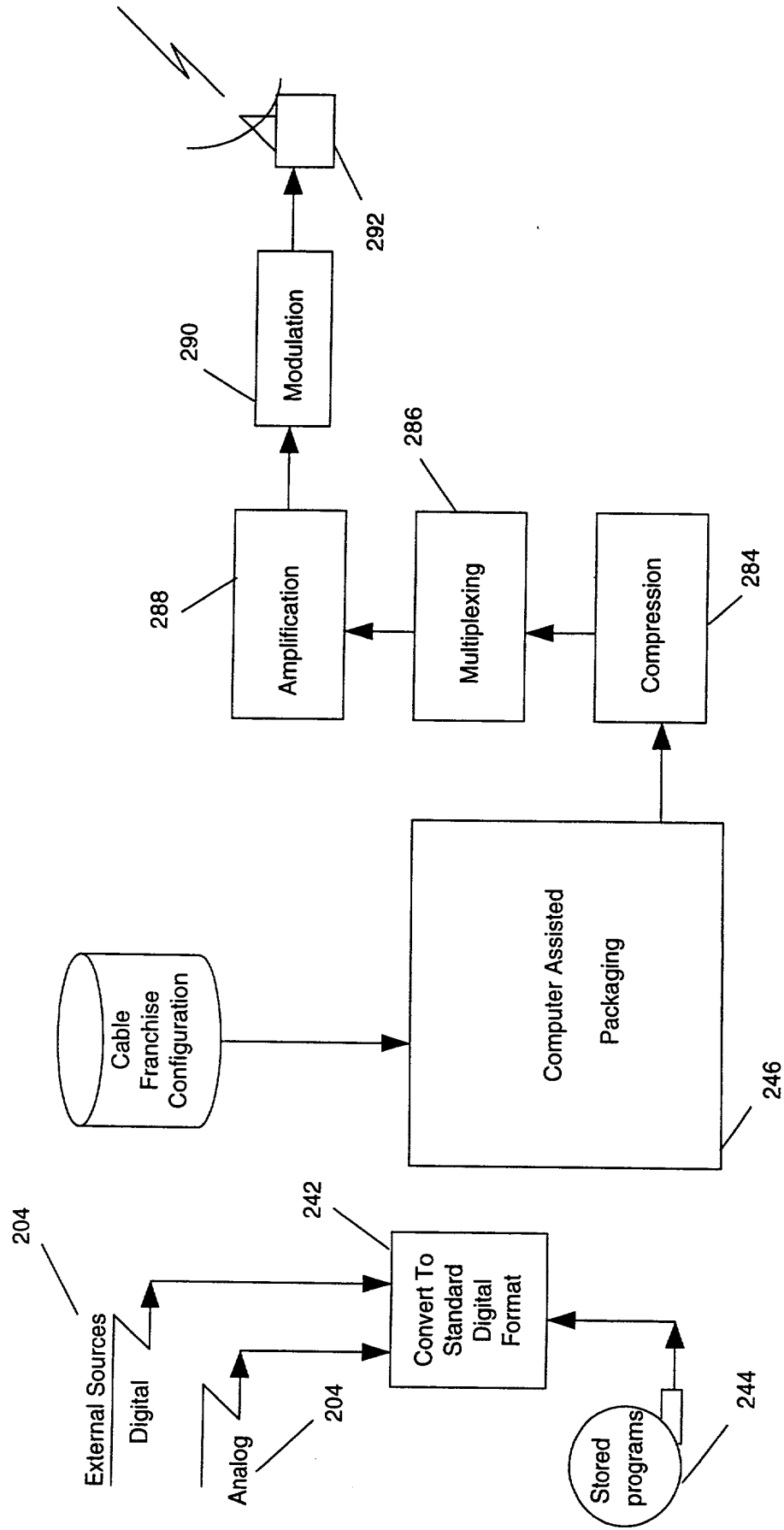


Fig. 4a

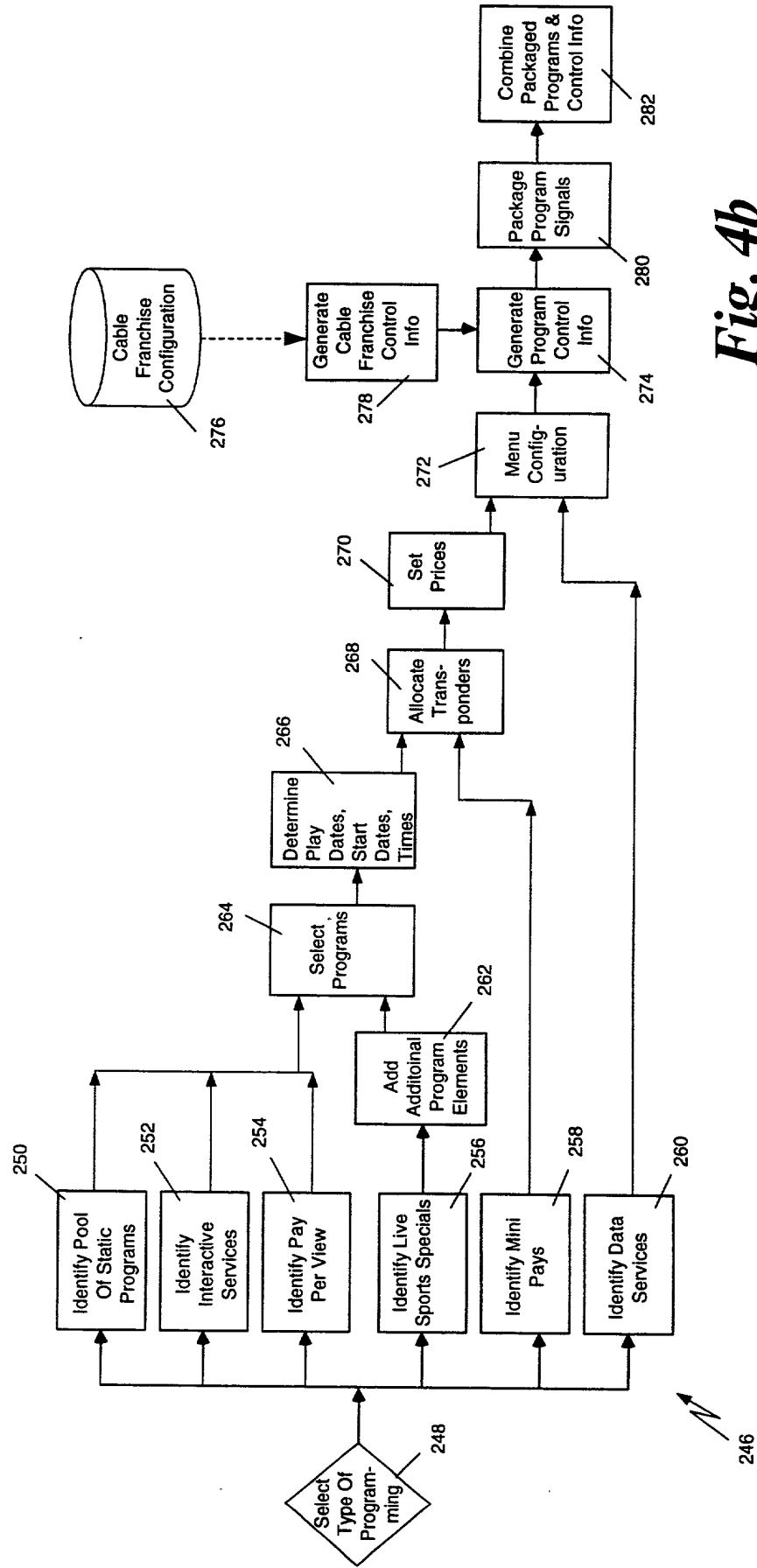


Fig. 4b

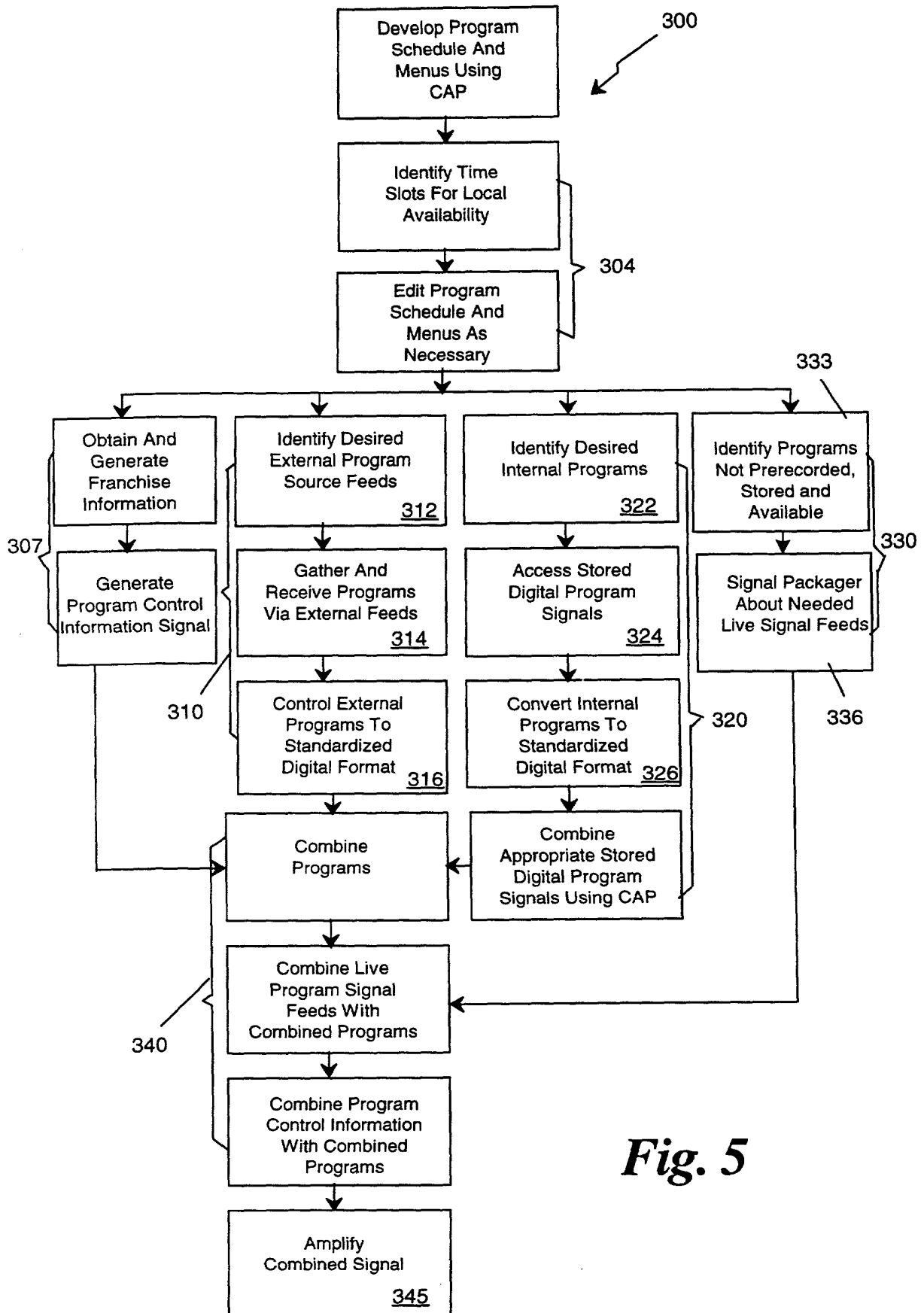


Fig. 5

PROGRAM CONTROL INFORMATION
Chronologically by Channel

12:00 PM

*Program name	*Program length	*Menu code	*Description	*Video
1 Cheers	.5	E24	C	N
2 Terminator	2.0	A33	Tx	S
3 PrimeTime	1.0	D14	N	N
4 Football Special	.5	B24	S	N
•				
•				
•				
•				

12:30 PM

*Program name	*Program length	*Menu code	*Description	*Video
1 Simpsons	.5	E14 & C13	A	S
4 FootballGame	3.0	B13	S	N
•				
•				
•				

1:00 PM

*Program name	*Program length	*Menu code	*Description	*Video
1 Jaws	2.0	E16	Tx	S
3 Bugs Buny	1.0	C25	A	N
•				
•				
•				

1:30 PM

•				
•				
•				

Fig. 6

T0T00T" 65299660

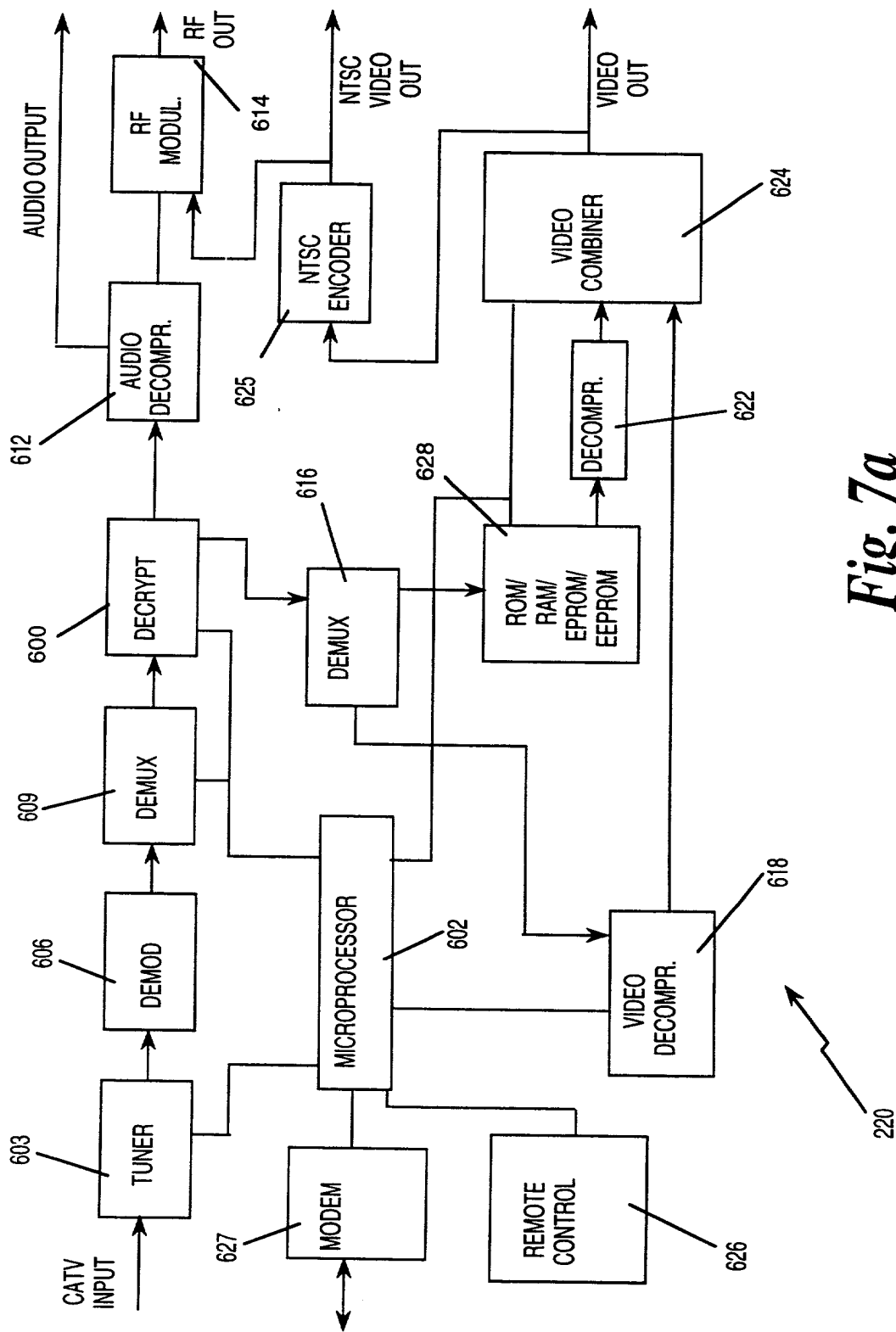
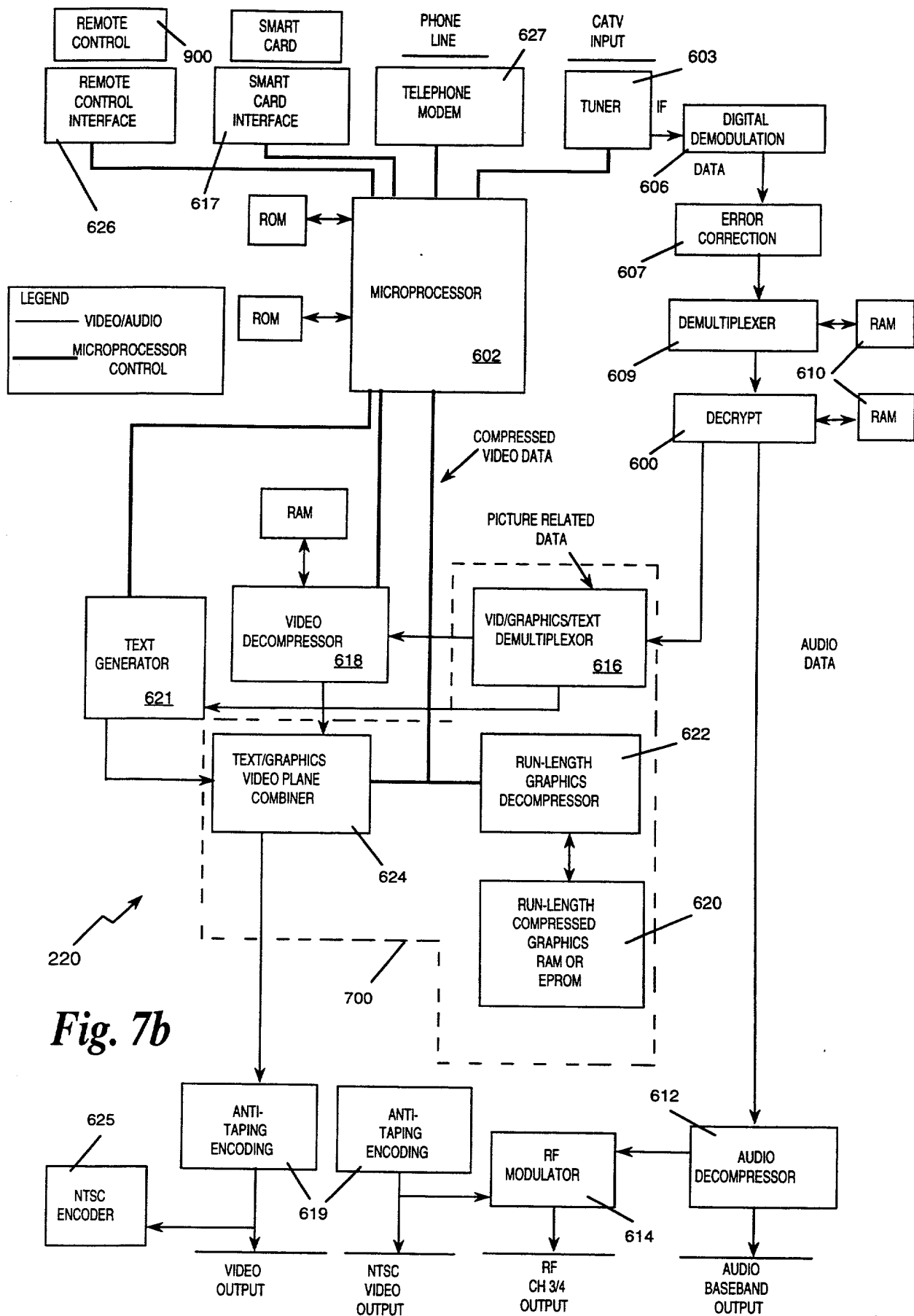


Fig. 7a



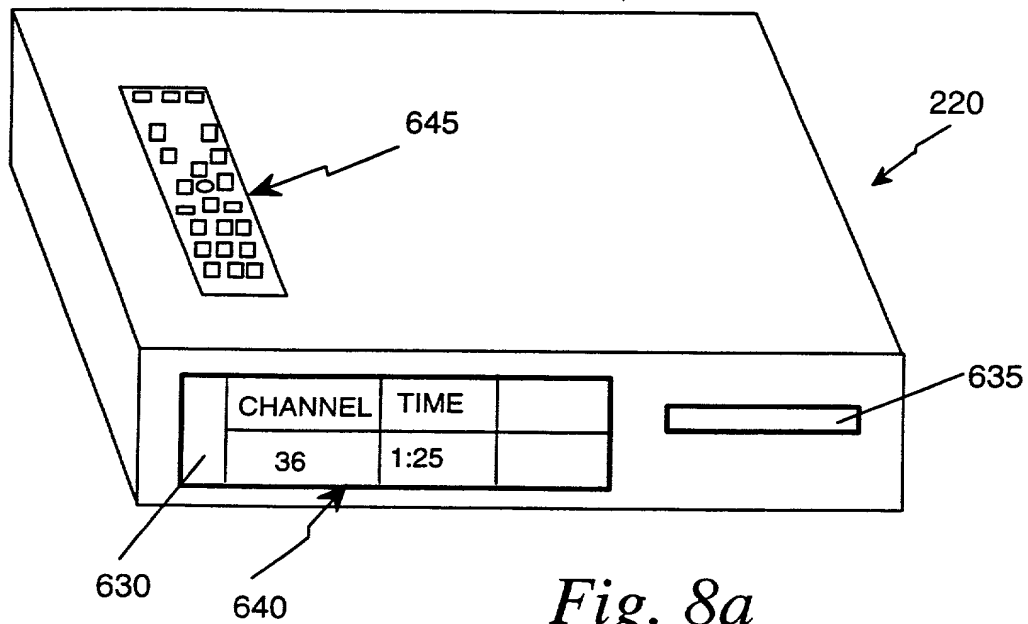


Fig. 8a

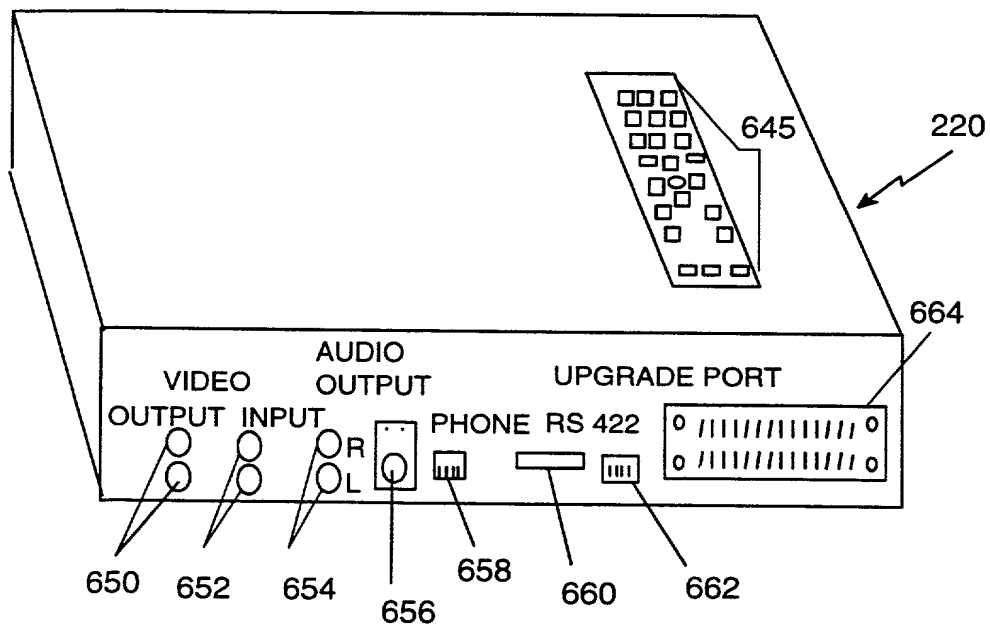


Fig. 8b

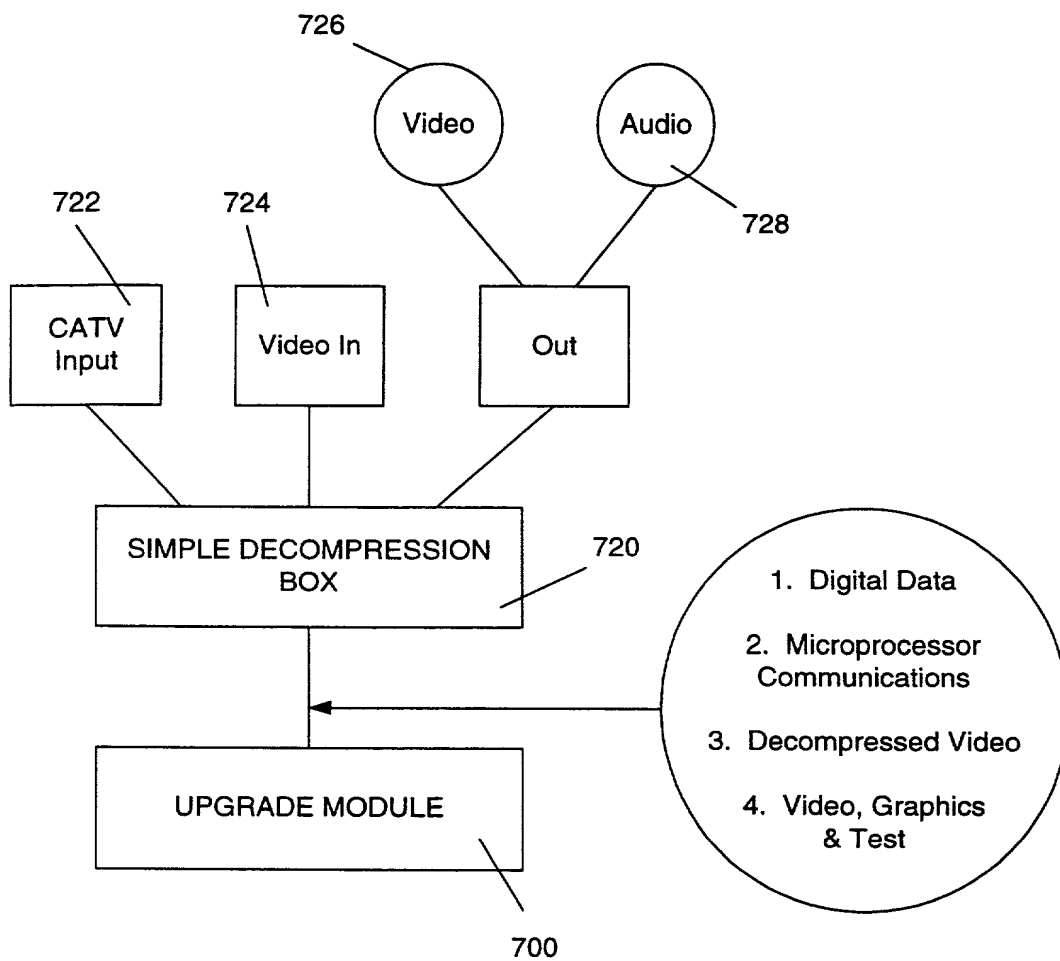


Fig. 9a

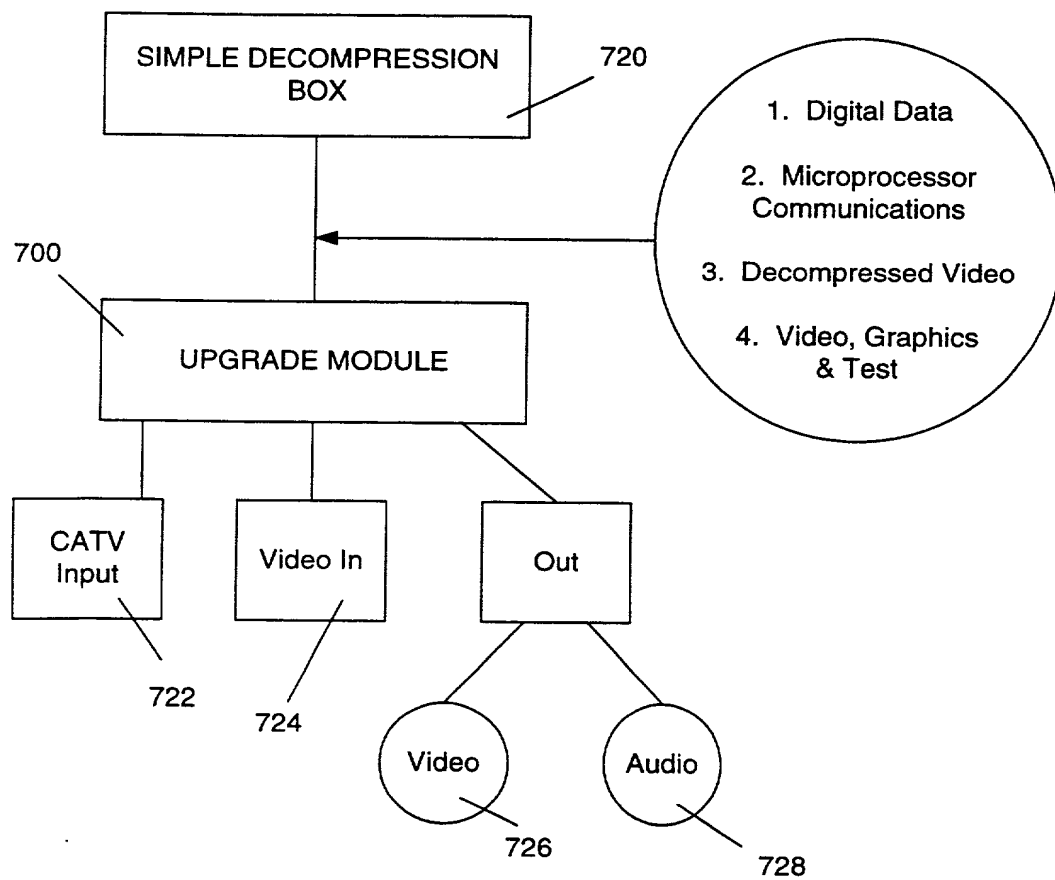


Fig. 9b

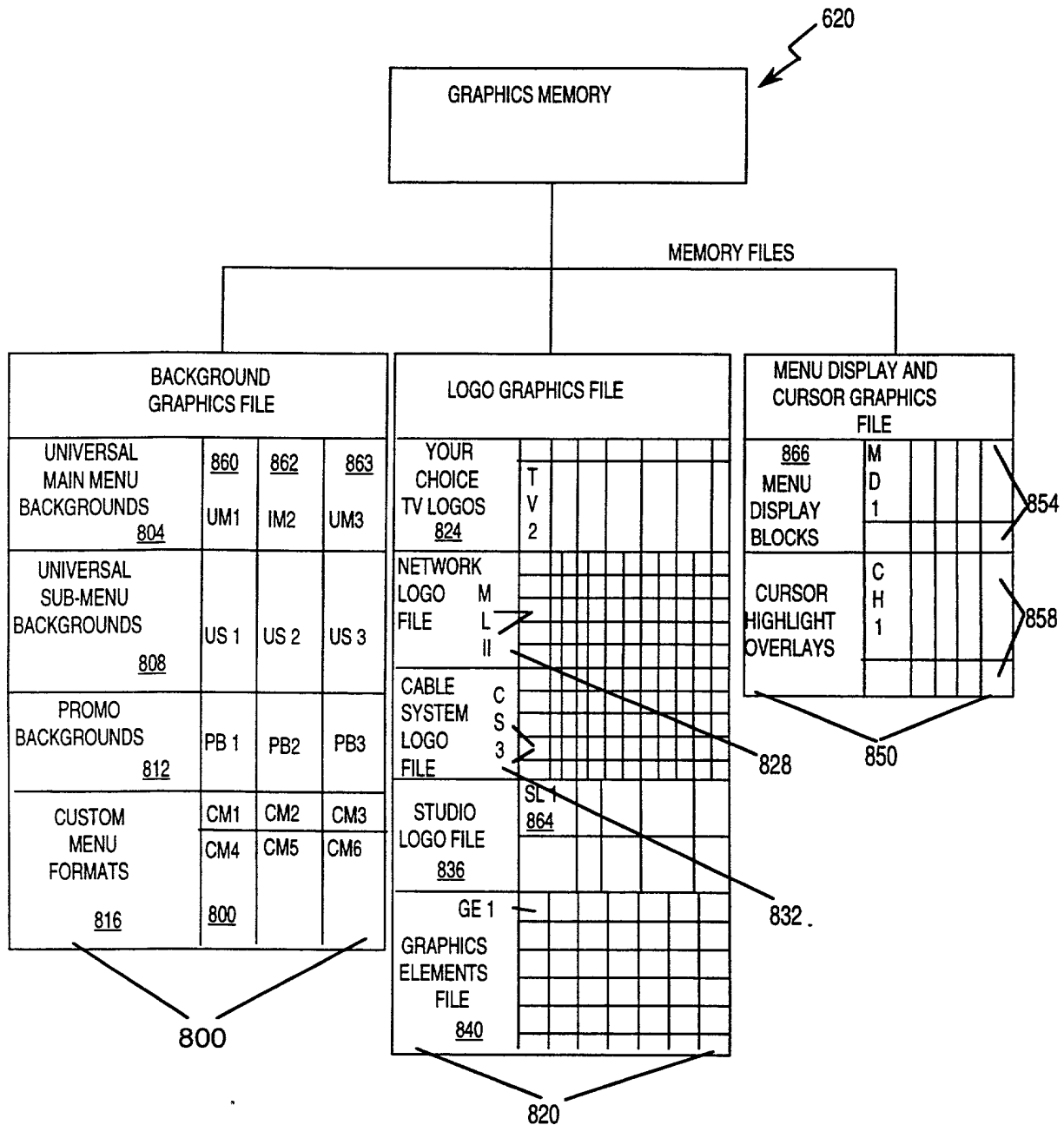


Fig. 10a

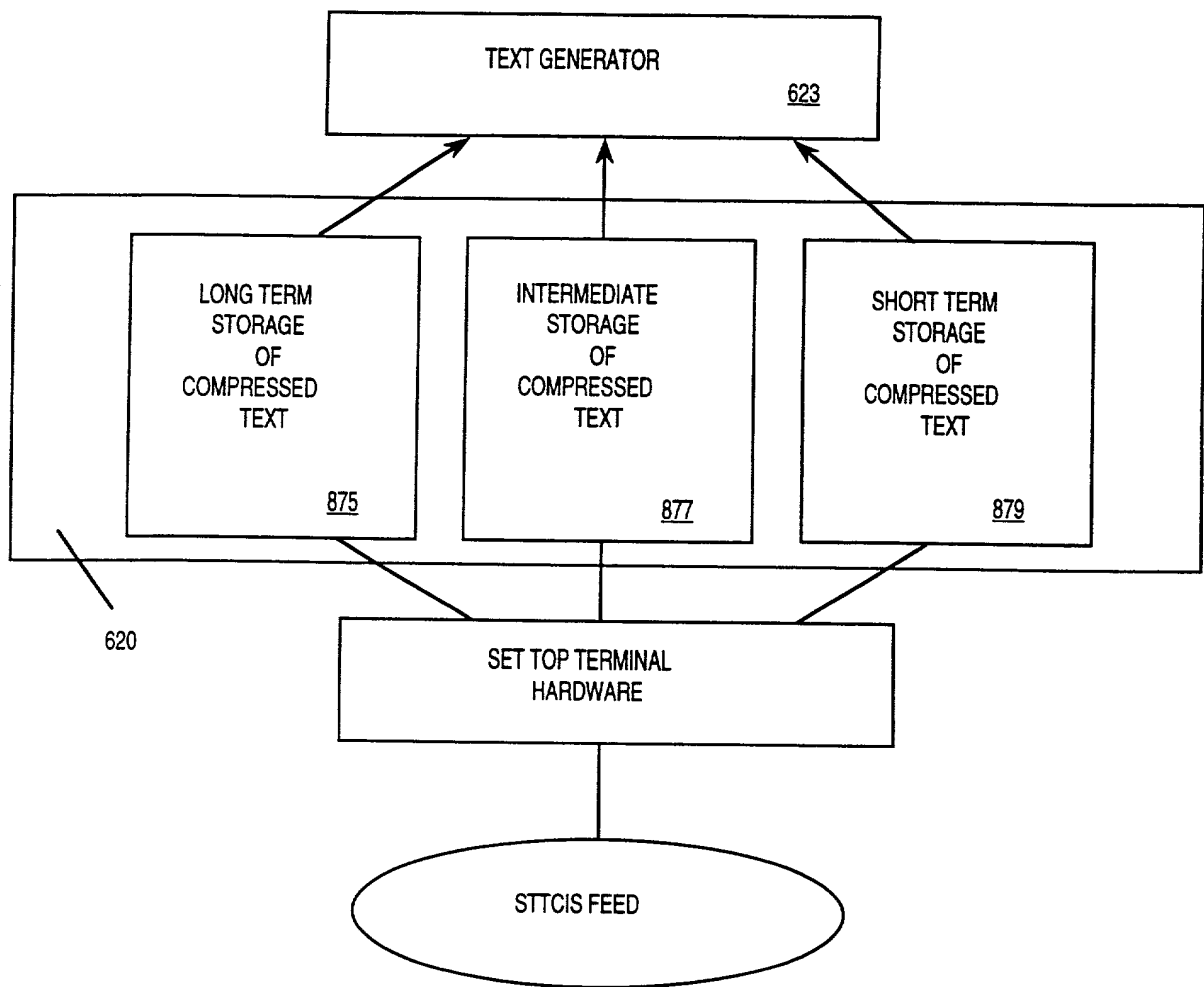


Fig. 10b

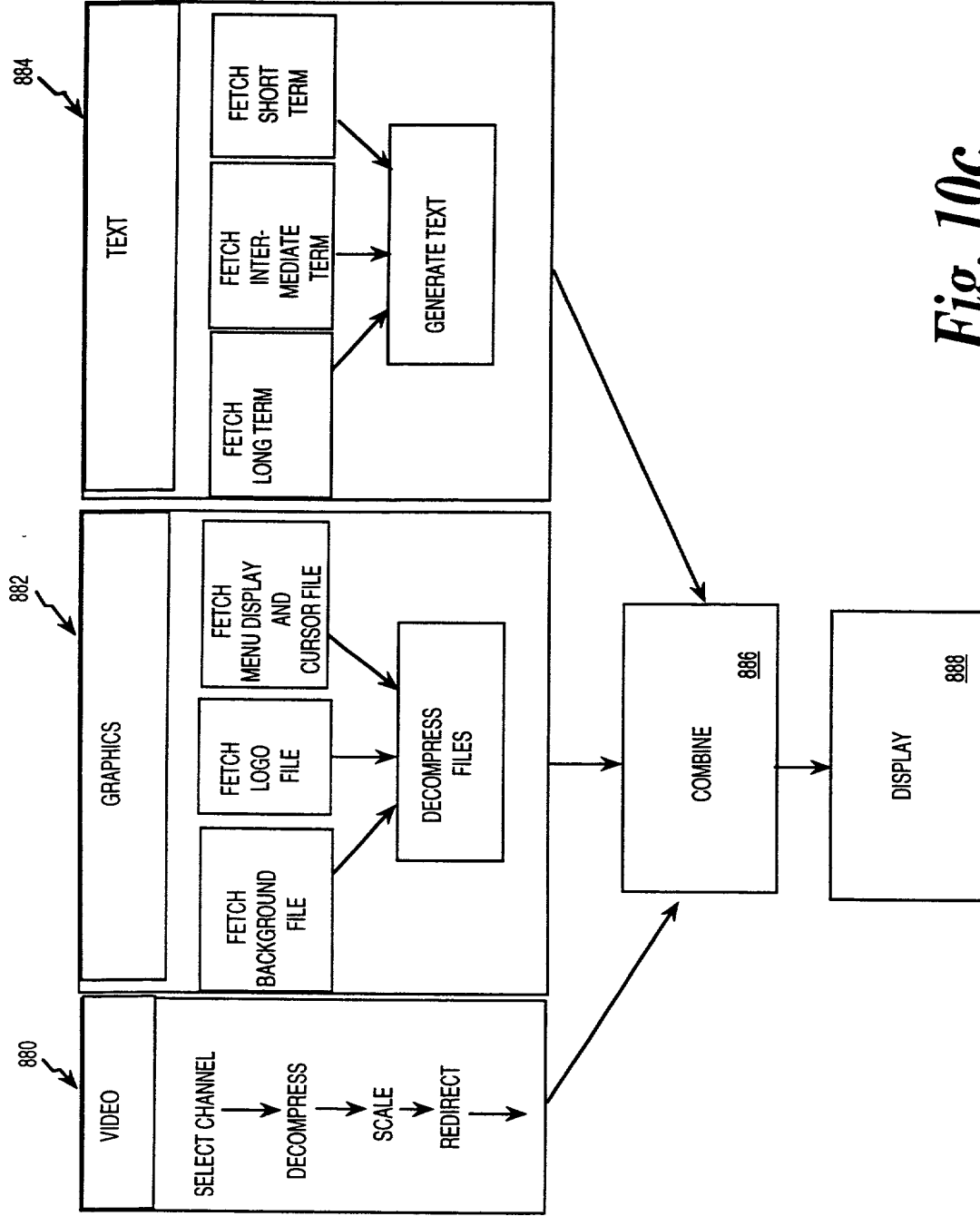


Fig. 10c

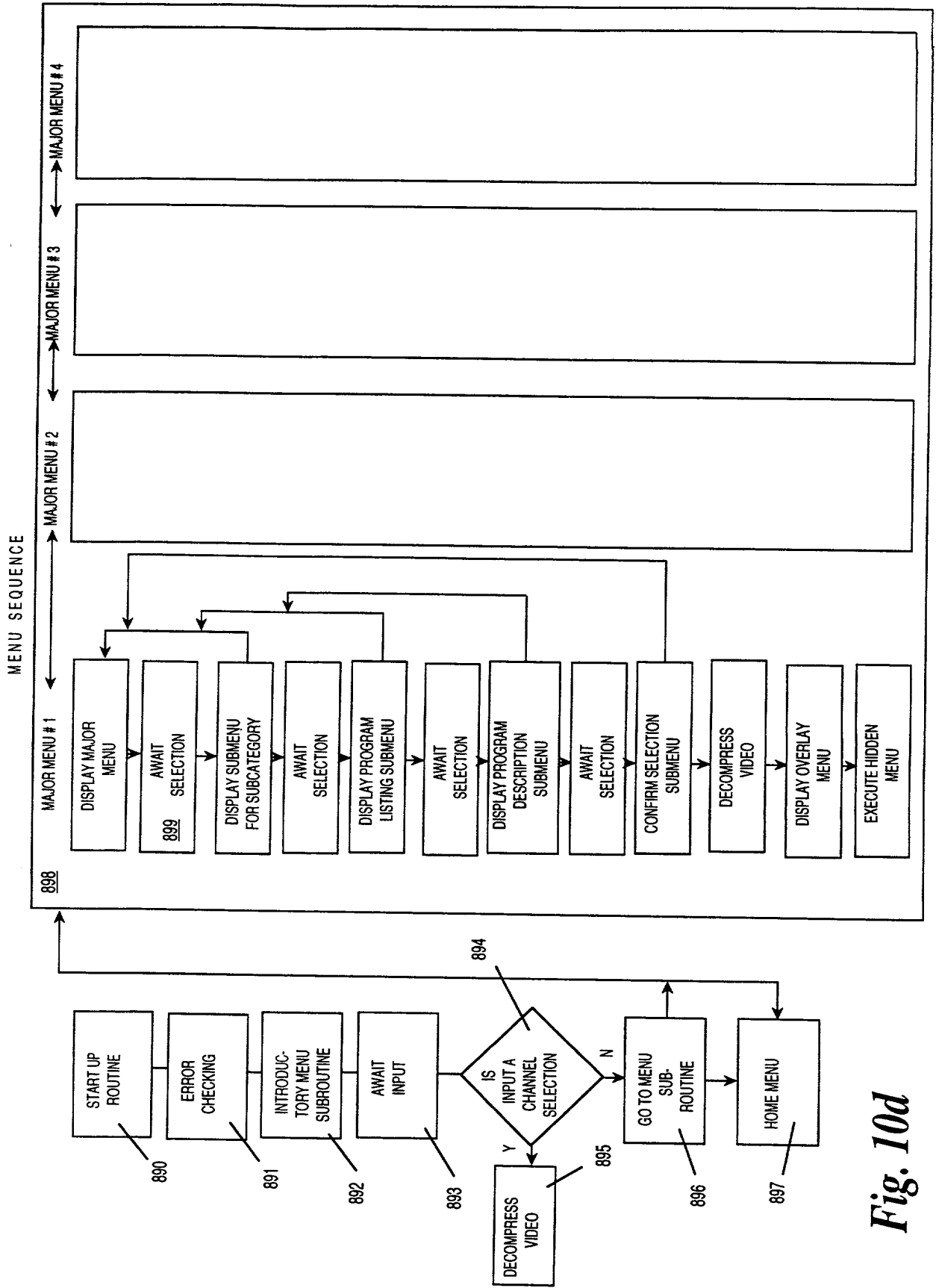
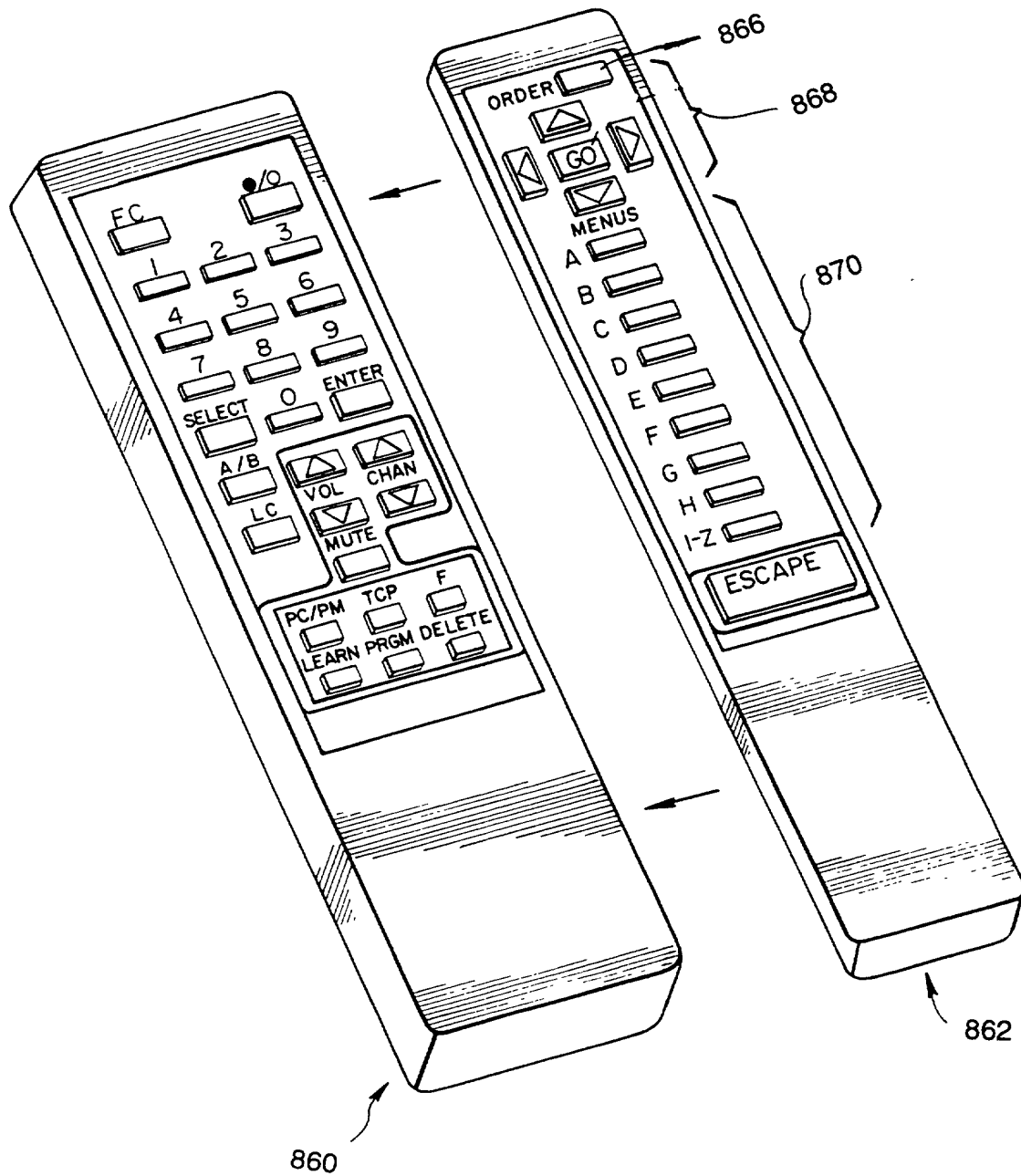


Fig. 10d

Fig. 11a



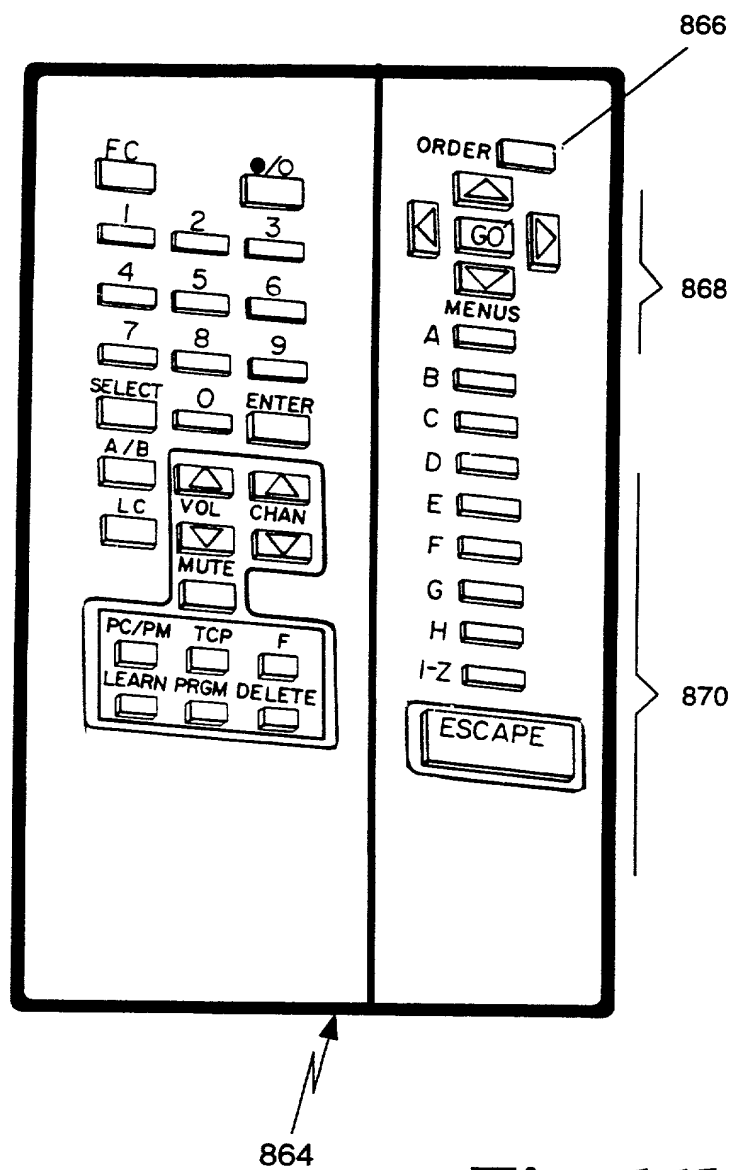
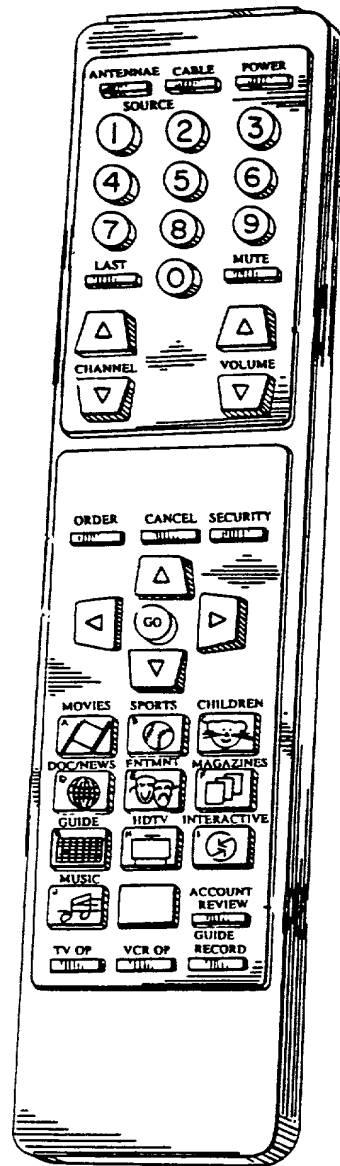


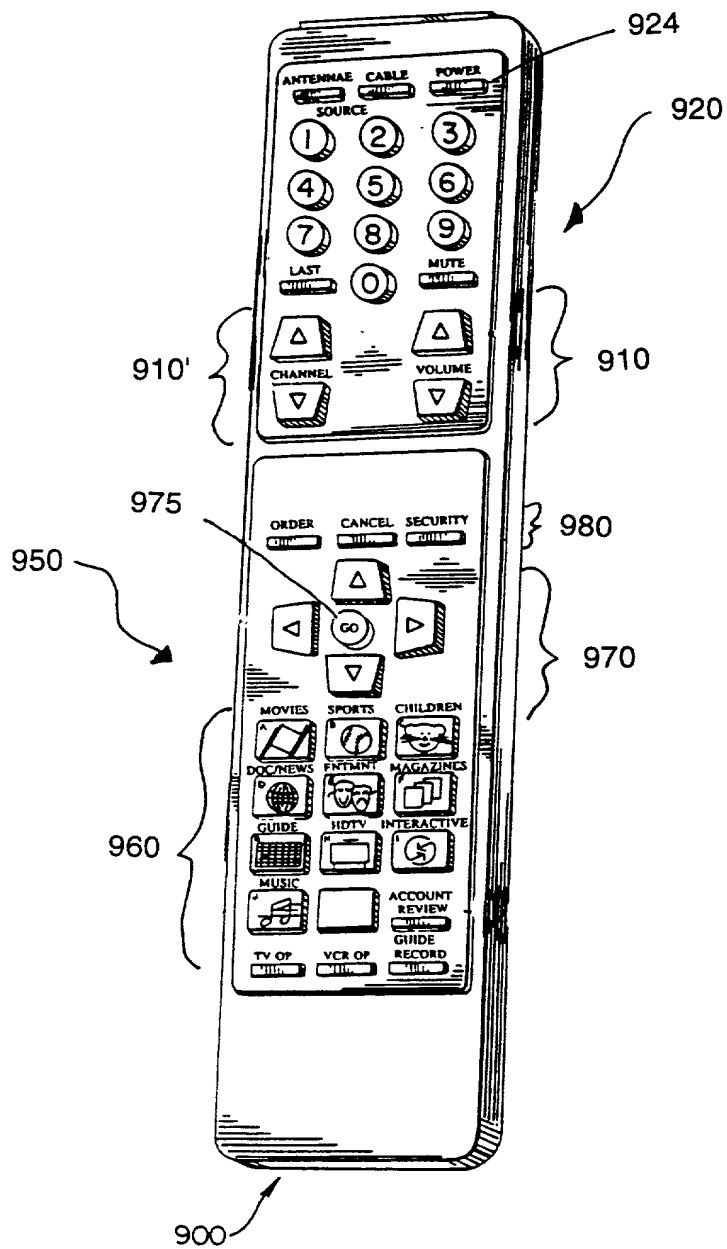
Fig. 11b

Fig. 12a



900

Fig. 12b



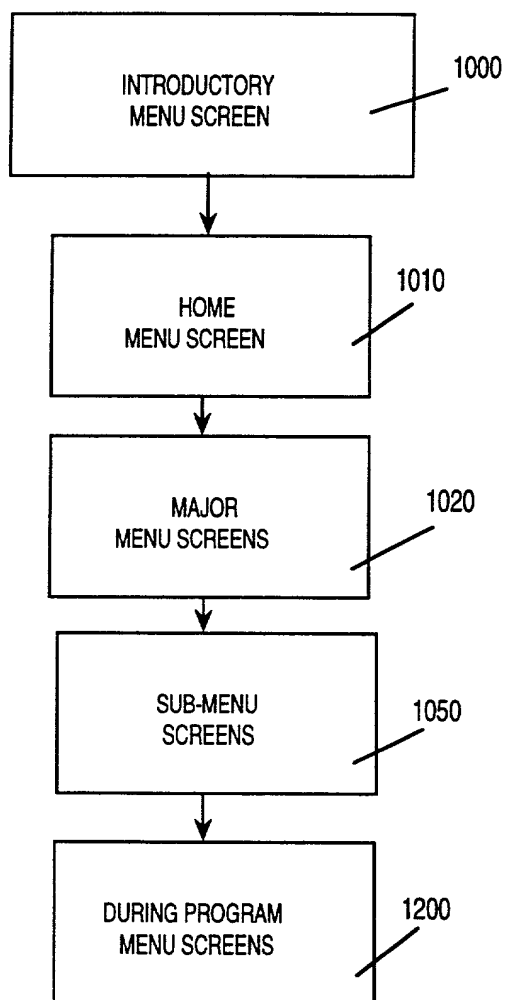


Fig. 13

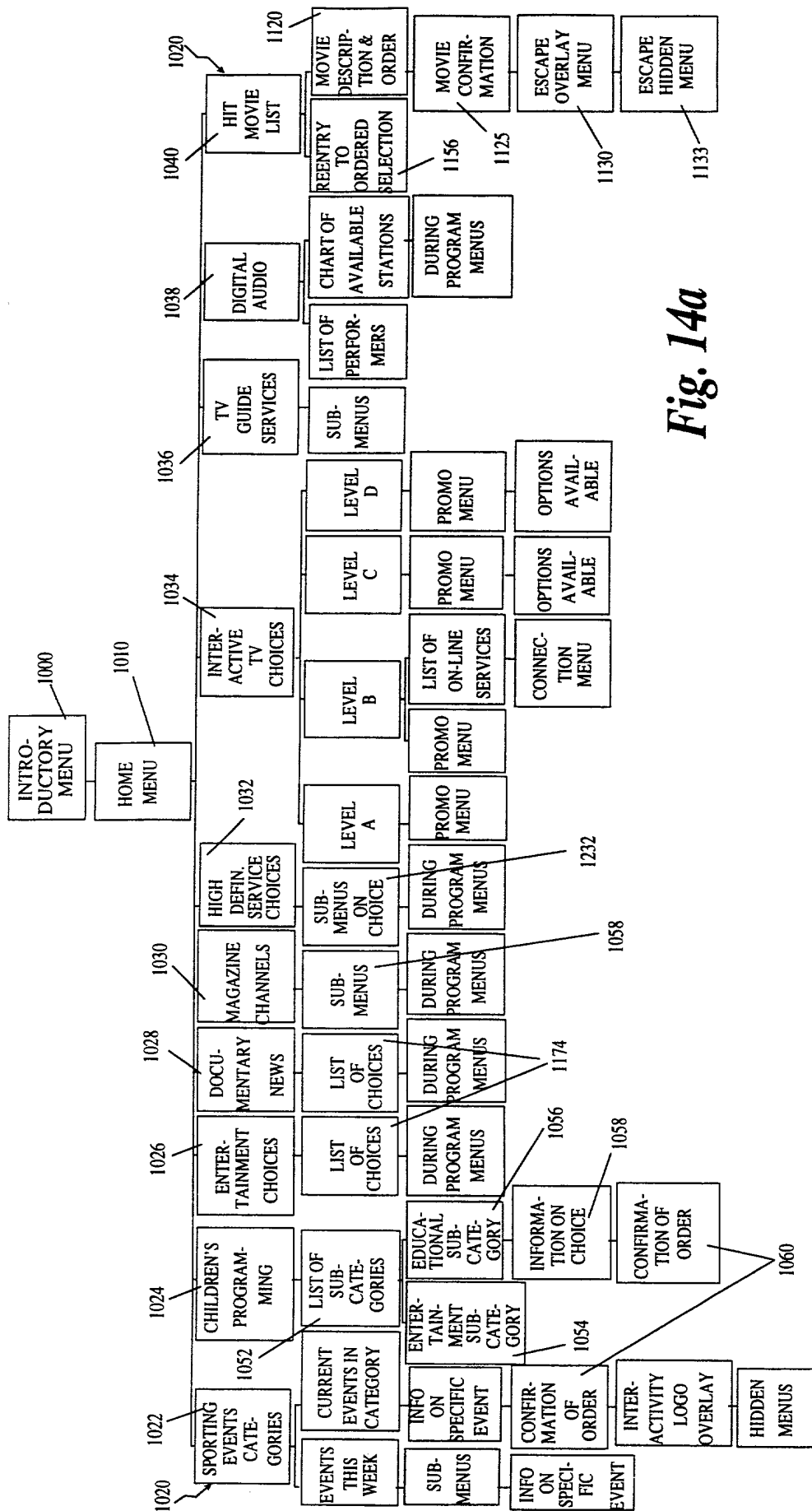


Fig. 14a

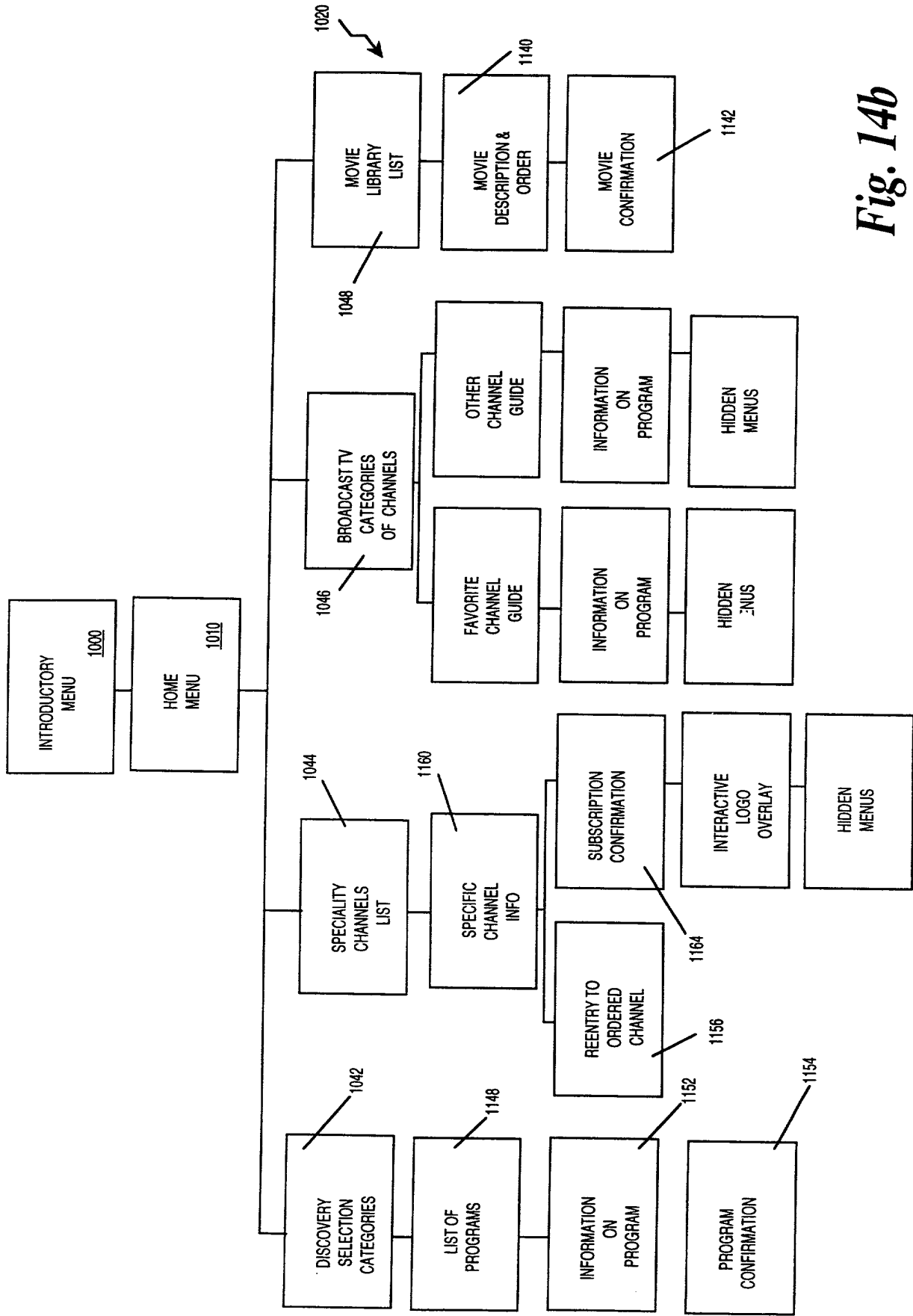
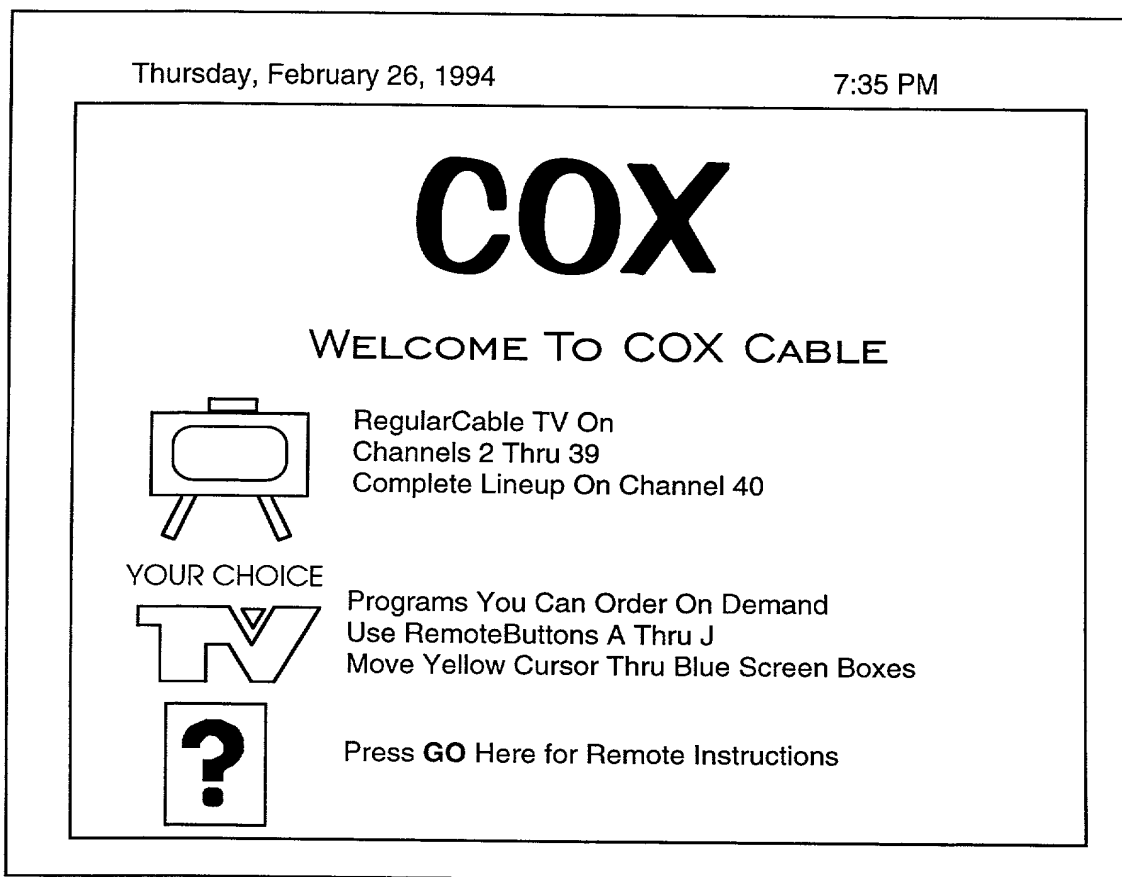


Fig. 14b

Fig. 15a



1000

Fig. 15b

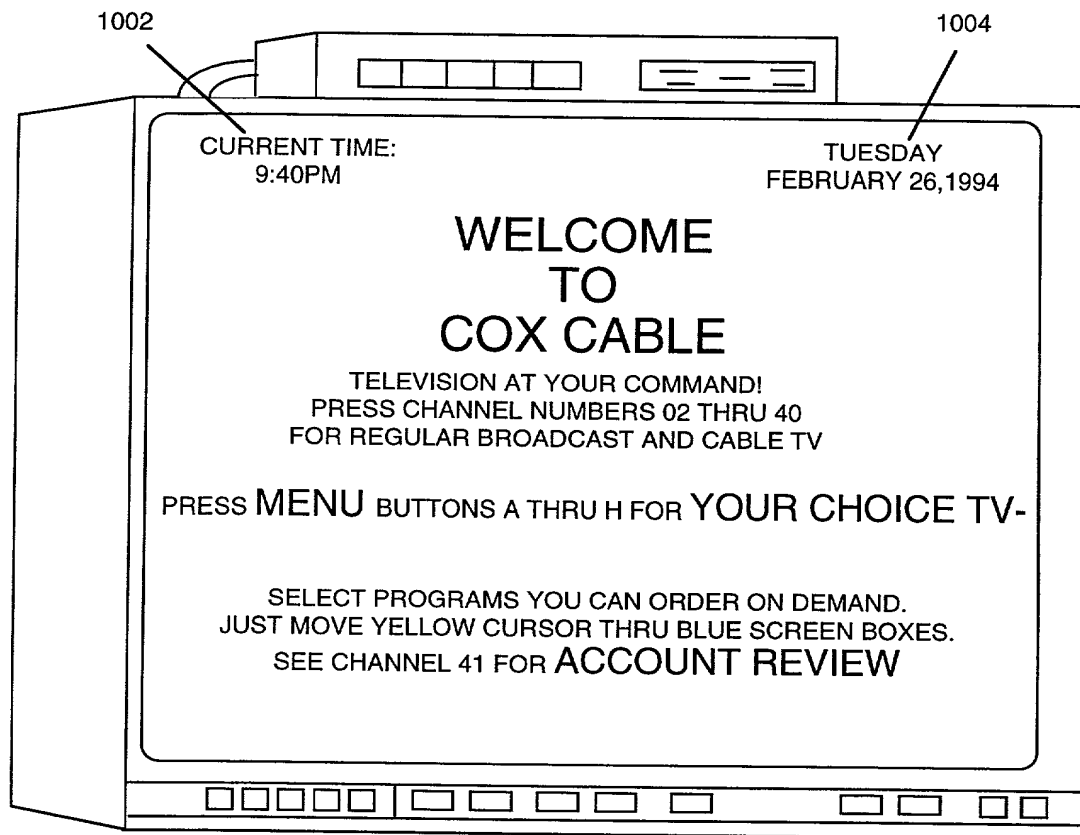

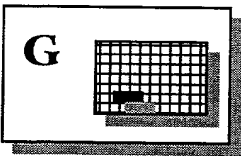


Fig. 16a

Thursday, October 26, 1994 7:57 PM


**X*PRESS**

■ TV Guide Library Service
Press **GO** On Any Item for Show Schedules

NETWORK SCHEDULES	next 7 days
TODAY'S SCHEDULES	next 6 hours
TV GUIDE PICKS	all networks next 7 days

Note: Press **GUIDE RECORD** button on any show listed and we will automatically set your VCR to tape it

YOUR CHOICE




You haven't subscribed to TV Guide X*PRESS yet
Press **GO** Here to ORDER for just \$2.95/month
Press **GO** Here to Return to Cable TV

Variable	Mean	SD	Min	Max
Age	38.5	12.5	18	65
Gender	0.5	0.5	0	1
Marital status	0.7	0.5	0	1
Education	12.5	2.5	9	16
Income	3500	1500	1000	8000
Health status	0.8	0.4	0	1
Exercise frequency	0.3	0.5	0	1
Stress level	0.6	0.5	0	1
Sleep quality	0.7	0.4	0	1
Diet quality	0.6	0.5	0	1
Work-life balance	0.5	0.5	0	1
Family support	0.7	0.4	0	1
Community involvement	0.4	0.5	0	1
Life satisfaction	0.6	0.5	0	1
Overall well-being	0.6	0.5	0	1


1236

Fig. 16c

Thursday, October 26, 1994 7:59 PM




PROGRAMMING SCHEDULE Next 7 Days

 **X*PRESS**

Press **GO** On The Day You Want To Review

TODAY	October 26, 1994
FRIDAY	October 26, 1994
SATURDAY	October 26, 1994
SUNDAY	October 26, 1994
MONDAY	October 26, 1994
TUESDAY	October 26, 1994
WEDNESDAY	October 26, 1994



YOUR CHOICE



Press **GO** Here for NETWORK SCHEDULES
Press **GO** Here to Return to Menu G - GUIDE
Press **GO** Here to Return to Cable TV

Fig. 16d


Thursday, October 26, 1994 7:59 PM

**SCHEDULE TODAY**
 **X*PRESS**

Press **GO** On The Day You Want To Review
Press **GUIDE RECORD** on Any Show To Automatically Set Your VCR to Tape

Press GO On Arrow Bars To Move Schedule	8:00 pm	Making of Terminator 4
	8:30 pm	Dream On
	9:00 pm	Great Fights of the 1980's
	9:30 pm	Robin Williams of The Comedy Shop
	10:00 pm	Patriot Games (R)
	12 mid	Passenger 57 (R)
	2:00 am	JFK (R)
4:00 am	Home Alone II (G)	



YOUR CHOICE



Press **GO** Here for HBO 7-day Schedule
Press **GO** Here for NETWORK SCHEDULES
Press **GO** Here to Return to Menu G - GUIDE
Press **GO** Here to Return to Cable TV

Fig. 16e

Thursday, October 26, 1994 7:59 PM

	SCHEDULE TODAY	show description
	X*PRESS	
Press GO On The Day You Want To Review		
Press GUIDE RECORD on Any Show To Automatically Set Your VCR to Tape		
 GREAT FIGHTS OF THE 1980's 9:00 pm 10/26/94 on HBO This 30 minute special takes a look at the great boxing duels of the 1980's. Compiled from HBO's sports library and features Sugar Ray Leonard, the Spinks brothers, Mike Tyson, Boom Boom Mancini and many others. Includes the 10 greatest knockout punches landed in the 80's.		

YOUR CHOICE


	Press GO Here to Return to Schedule Press GO Here to Return to Cable TV
---	--

Fig. 17a

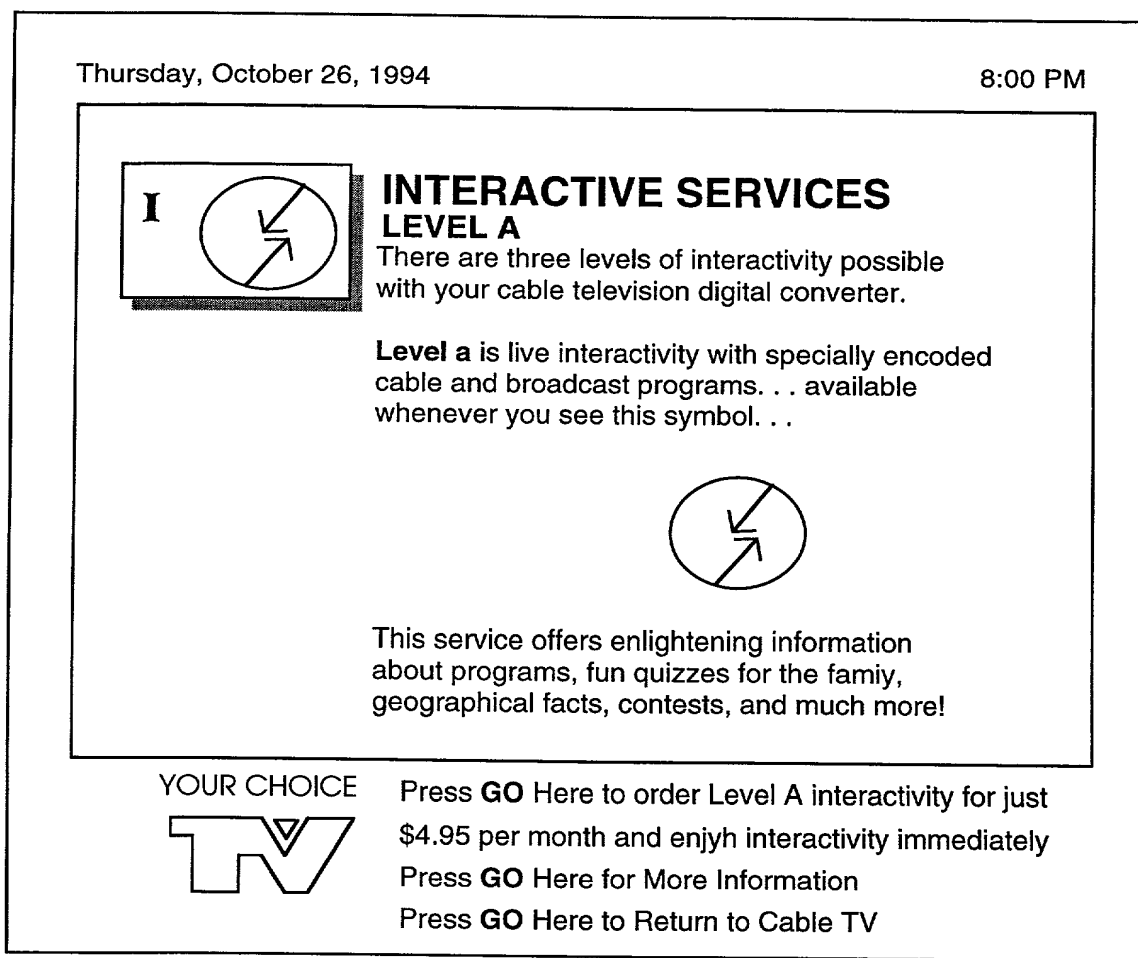
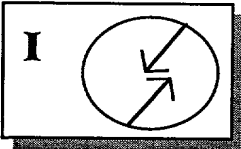


Fig. 17b

Thursday, October 26, 1994 8:00 PM




**INTERACTIVE SERVICES
LEVEL B**

This level of interactivity allows you to access a wide range of services including:

PRODIGY	ENCYCLOPEDIA
AMERICA ON LINE	ATLAS
X*PRESS	SHOPPING CENTER
AIRLINE RESERVATIONS	ASSOCIATED PRESS
HOTEL RESERVATIONS	U.S. YELLOW PAGES

To take advantage of these services, an **INTERACTIVE MODEM** is required. This is available from your cable system. For installation and price information, contact your cable system today.

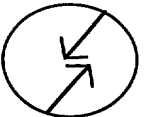
YOUR CHOICE



Press **GO** Here for More Information
Press **GO** Here to Return to Cable TV

Fig. 17c

Thursday, October 26, 1994 8:00 PM

I 


**INTERACTIVE SERVICES
LEVEL C**

Your digital converter can be connected to specially adapted CD-I and CD-ROM units that offer an enormous range of multi-media experiences for you and your family. Your cable system representative can describe all the details.

A free brochure is available

Please call today for details.

YOUR CHOICE



Press **GO** Here to order Level A interactivity for just \$4.95 per month and enjoy interactivity immediately

Press **GO** Here to Return to Cable TV

Fig. 17d

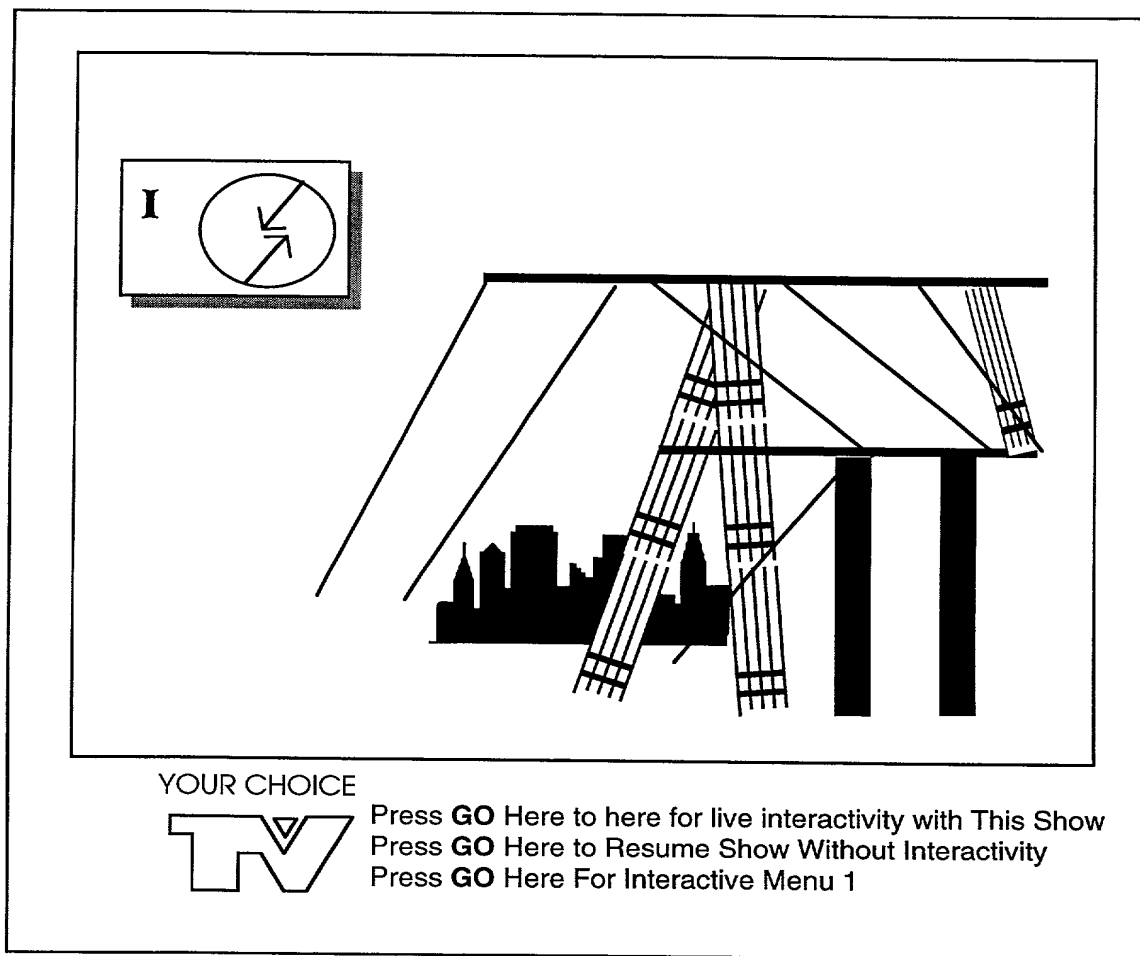
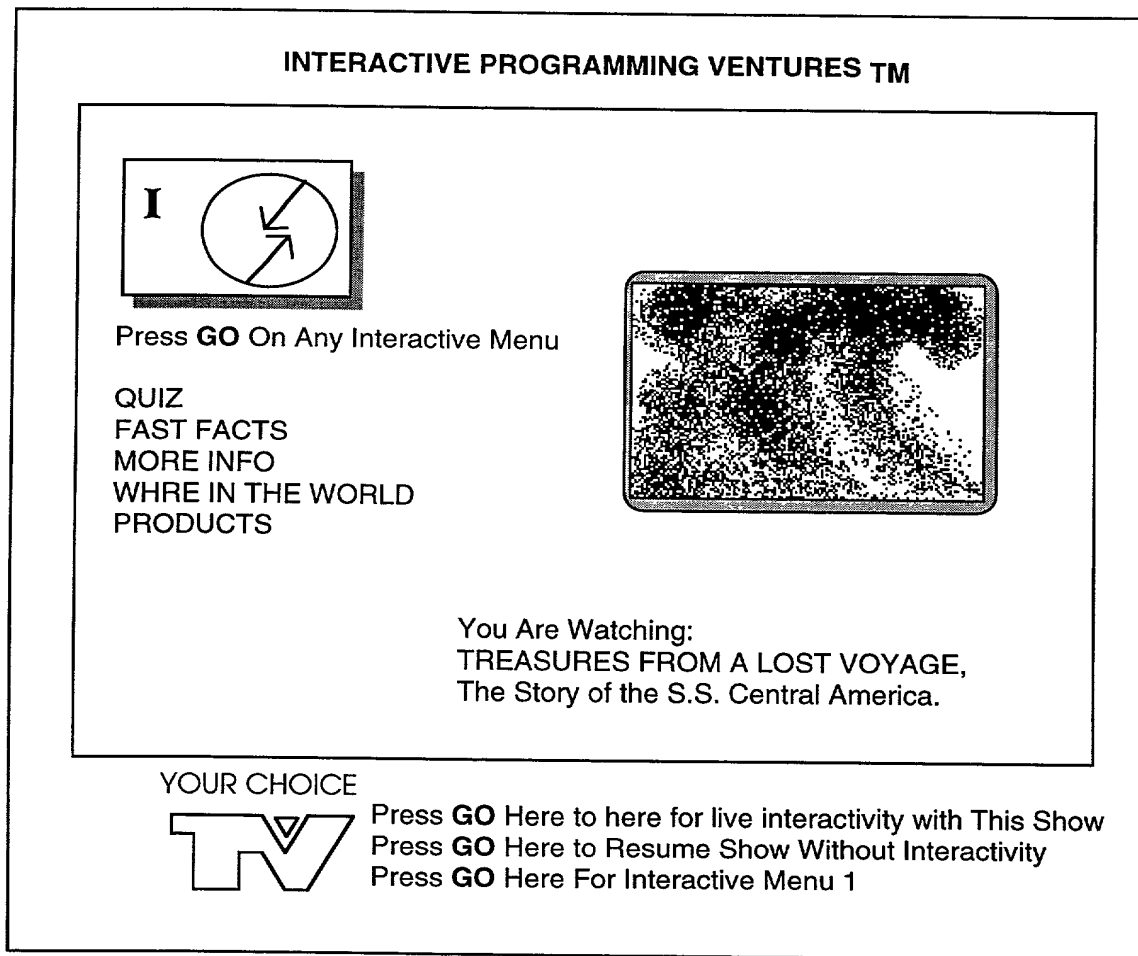


Fig. 17e



1312

Fig. 17f

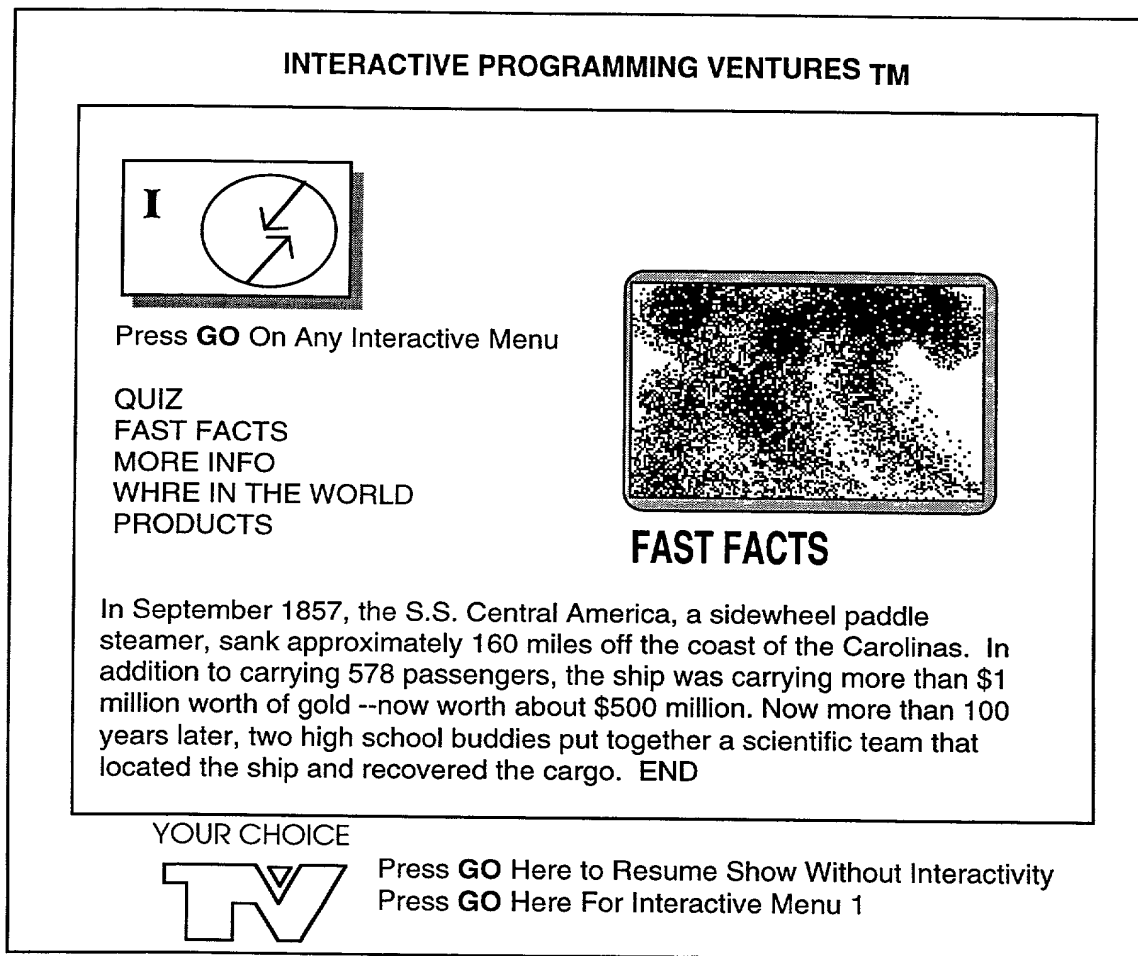


Fig. 17g

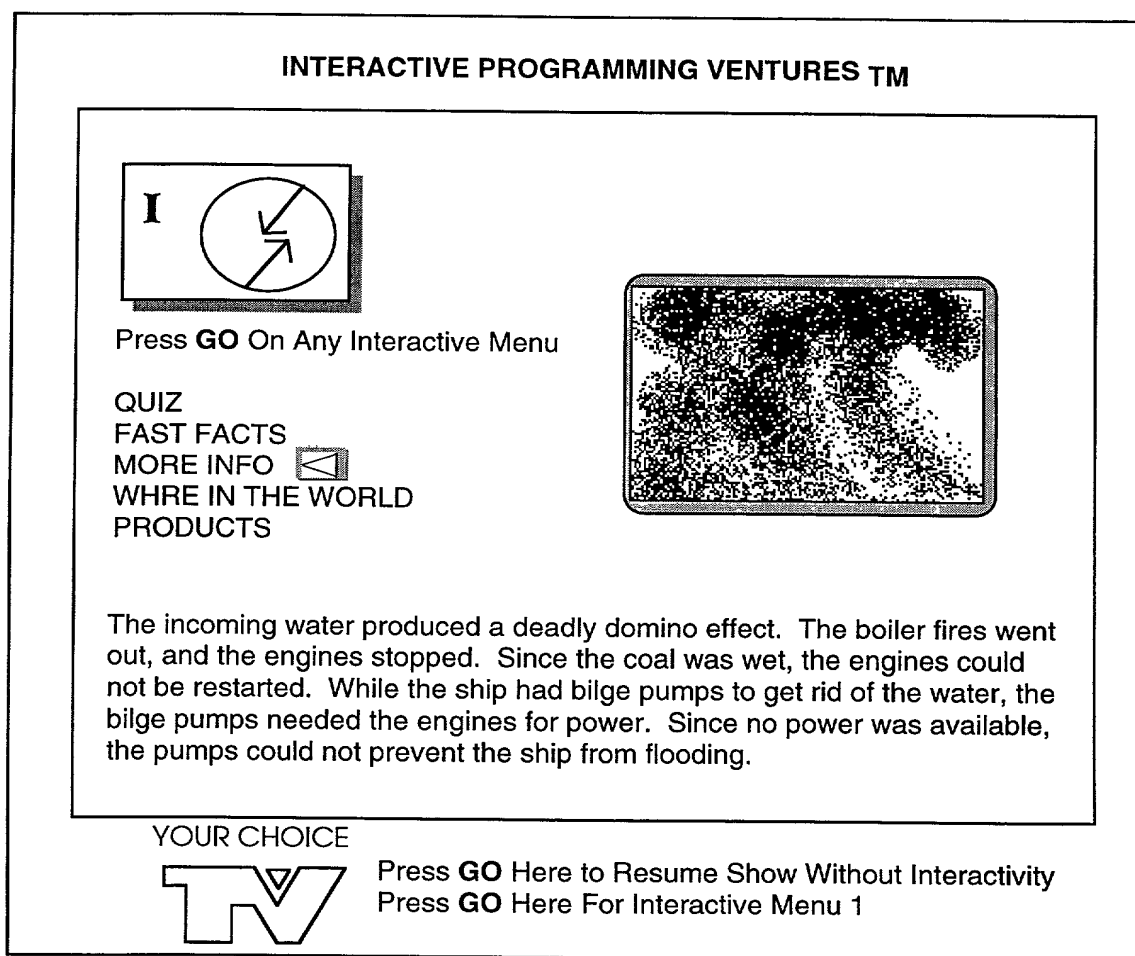
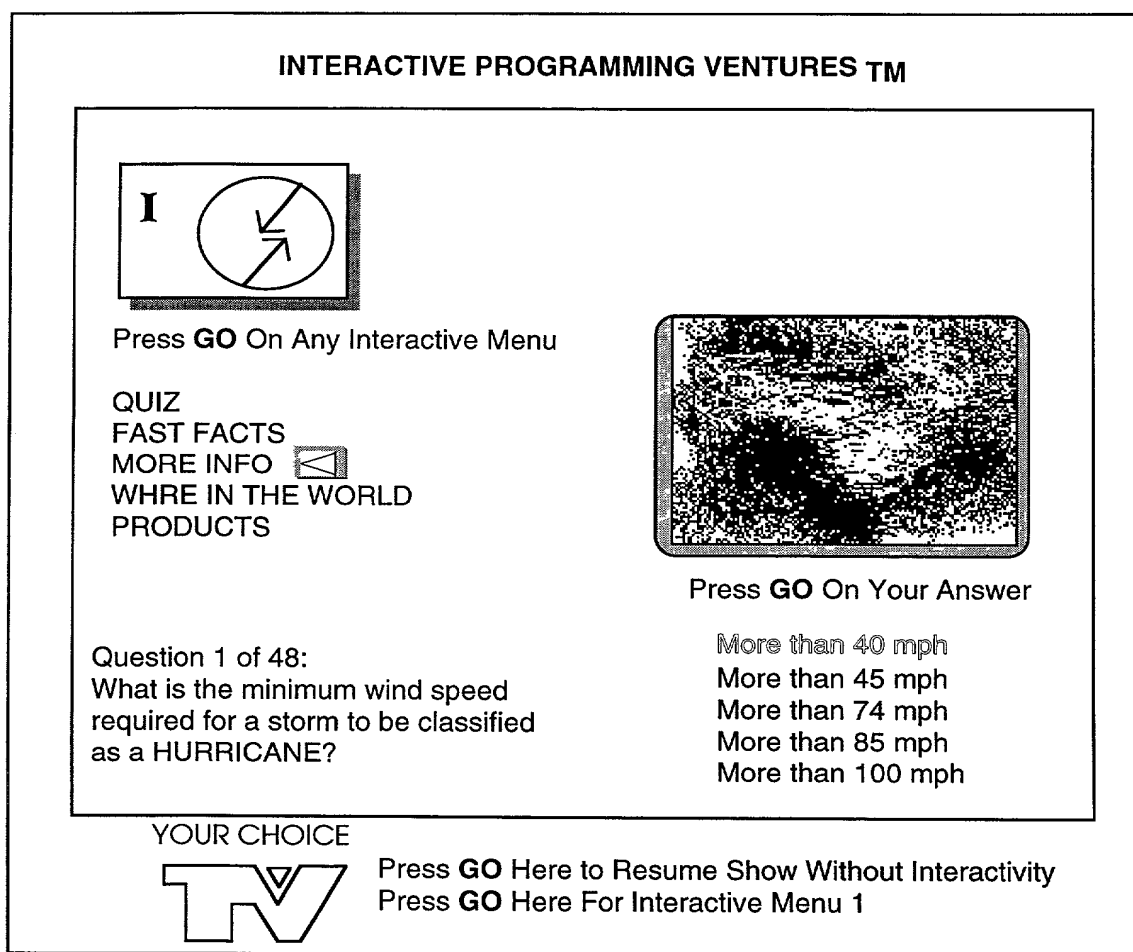


Fig. 17h



1318

0996759-10011

Fig. 17i

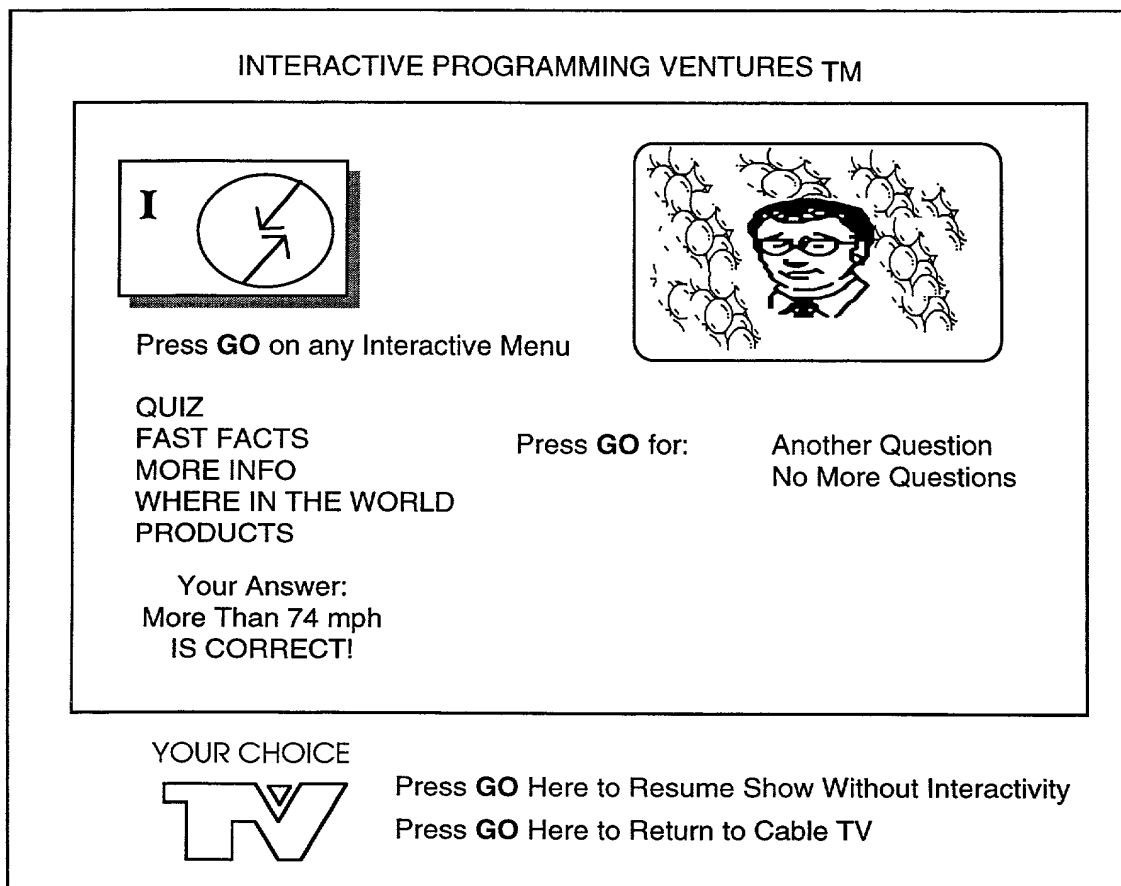


Fig. 17j

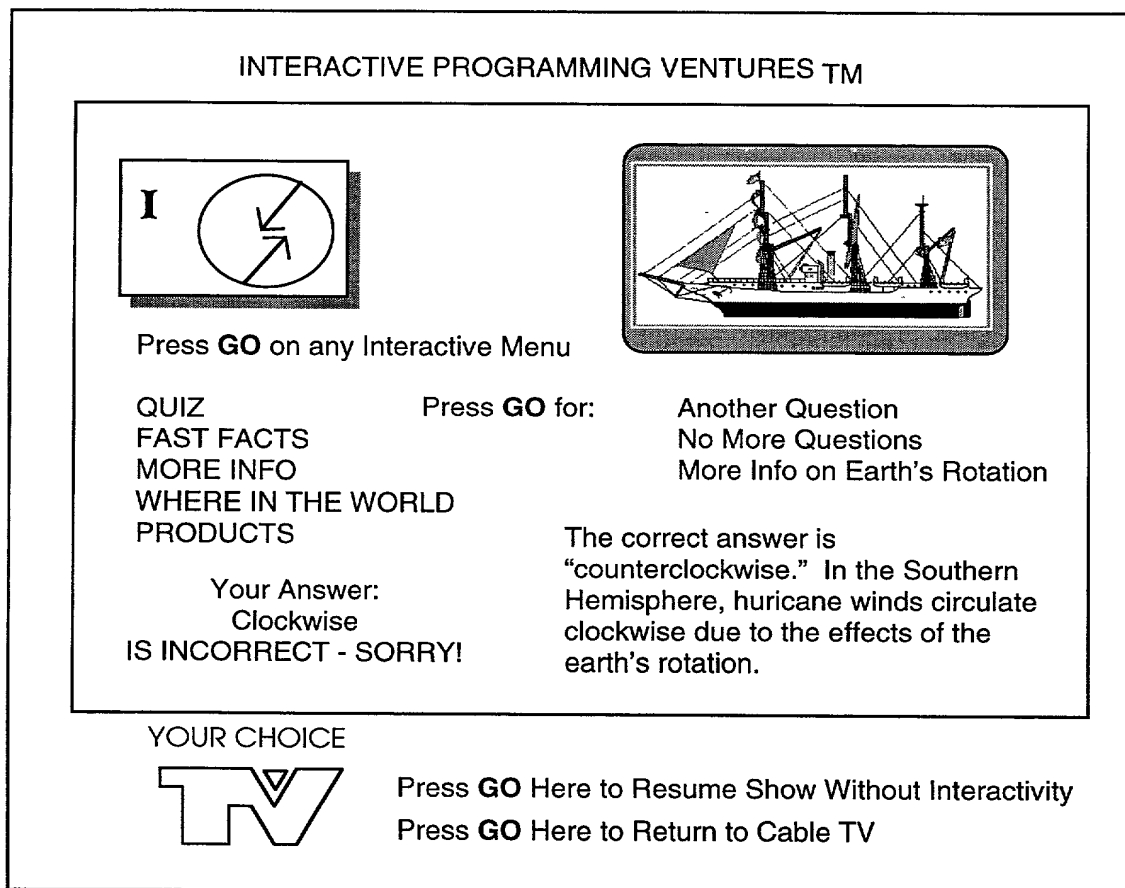




Fig. 18a

THURSDAY OCTOBER 26 1994 8:02 PM

 INTERACTIVE SERVICES

PRESS **GO** ON ANY TITLE FOR MORE INFORMATION

PRODIGY	SHOPPING CENTER
AMERICA ON LINE	GAMES
X PRESS	ATLAS
AIRLINE RESERVATIONS	ASSOCIATED PRESS
HOTEL RESERVATIONS	U.S. YELLOW PAGES
ENCYCLOPEDIA	CABLE FAX MAIL


YOUR CHOICE 

PRESS **GO** HERE TO RETURN TO CABLE TV

1330

Fig. 18b

Thursday, October 26, 1994 8:03 PM


	AIRLINE INFORMATION AND RESERVATIONS
<p>Press GO Here to Check on Your Current Reservations</p> <p>Press GO Here to Check or Make Airline Reservations</p>	

YOUR CHOICE **TV**

Press **GO** Here to Continue
Press **GO** Here to Erase Above and Repeat
Press **GO** Here to Return to Cable TV

Fig. 18c

Thursday, October 26, 1994 8:03 PM

 AIRLINE INFORMATION AND RESERVATIONS

Press **GO** Here to Check on Your Current Reservations
Press **GO** Here to Check or Make Airline Reservations

Domestic Flight or International Flight

Press **GO** on the year of your flight
1994 or 1995


Press **GO** on the month of your flight

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

YOUR CHOICE **TV** Press **GO** Here to Continue
Press **GO** Here to Erase Above and Repeat
Press **GO** Here to Return to Cable TV

Fig. 18d

Thursday, October 26, 1994
7:03 PM




AIRLINE INFORMATION AND RESERVATIONS

AL
AK
AZ
AR
CA
CO
CT
DE
FL
GA
HI
ID
IL
IN
IA
KS
KY
LA
ME
MD
MA
MI
MN
MS
MO
MT
NE
NV
NH
NJ
SD
TN
TX
UT
VT
VA
WA
WV
WI
WY
D.C.

Press **GO** on the STATE You will DEPART:

AL
AK
AZ
AR
CA
CO
CT
DE
FL
GA
HI
ID
IL
IN
IA
KS
KY
LA
ME
MD
MA
MI
MN
MS
MO
MT
NE
NV
NH
NJ
SD
TN
TX
UT
VT
VA
WA
WV
WI
WY
D.C.

Press **GO** on the STATE you will ARRIVE:


YOUR CHOICE


Press **GO** Here to Continue
Press **GO** Here to Erase Above and Repeat
Press **GO** Here to Return to Cable TV

1336

Fig. 18e

Thursday, October 26, 1994
8:04 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)

Press **GO** on the ARIZONA airport you will DEPART:

PHOENIX
PRESCOTT

FLAGSTAFF
YUMA

TUCSON
Minor Airport List

Press **GO** on the DC airport you will ARRIVE:

NATIONAL
Check Flights to all Three D.C. Airports

DULLES

BWI

Press **GO** on your preferred departure time:

Morning

Mid-day

Late aft.

eve/night

anyhtime

Press **GO** on your preferred arrival time:

Morning


Mid-day

Late aft.

eve/night

anyhtime


YOUR CHOICE



Press **GO** Here to Continue
Press **GO** Here to Erase Above and Repeat
Press **GO** Here to Return to Cable TV

Fig. 18f


Thursday, October 26, 1994
8:04 PM


AIRLINE INFORMATION
AND RESERVATIONS (Continued)

Here are your airline flight options for a morning departure from Phoenix to Dulles.

Press **GO** on Any Flight to Check Availability and Fare


Depart Time	Arrive Time	Airline	Flight No.	Stops	Connecting Through
6:15 AM	1:30 PM	AMERICAN	32	0	
7:30 AM	2:45 PM	AMERICAN	212	0	
8:00 AM	3:07 PM	DELTA	49	0	
10:30 AM	7:15 PM	US AIR	285	1	Chigago
11:25 AM	6:10 PM	UNITED	10	0	
11:45 AM	8:40 PM	UNITED	77	1	Dallas

YOUR CHOICE


Press **GO** Here to Return to Airline Main Menu
Press **GO** Here to Return to Menu 1
Press **GO** Here to Return to Cable TV

Fig. 18g

Thursday, October 26, 1994 8:04 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)


DELTA FLIGHT # 49 from Phoenix to Dulles direct
departs 8:00 AM and arrives 3:07 PM

To check availability, enter month, day and year
with your remote - example 03 21 94

Month: 11 Day: 25 Year: 9

Press **GO** Here to Erase Above Entries and Repeat
Press **GO** Here if Above Entries are Correct

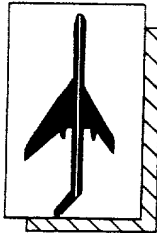
YOUR CHOICE



Press **GO** Here to Return to Airline Main Menu
Press **GO** Here to Return to Menu 1
Press **GO** Here to Return to Cable TV

Thursday, October 26, 1994

8:05PM



AIRLINE INFORMATION AND RESERVATIONS(continued)

DELTA FLIGHT #49 from Phoenix to Dulles direct
departs 8:00 AM and arrives 3:07 PM

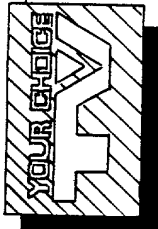
SEATS AVAILABLE ARE SHOWN IN BLUE

- 3 First Class Seats Remaining
- 15 Coach Class Seats Remaining

Press on Any Blue Seat(s) to Make Reservations

First Class										Coach Class										Aircraft Equipment 757									

aisle




- Press Here to Erase Above and Repeat
- Press Here to Cancel Above and Exit
- Press Here to Continue

Fig. 18h

Fig. 18i

Thursday, October 26, 1994 8:06 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)

You have selected SEATS: 23A, 23B
DELTA FLIGHT #49 from Phoenix to Wash.Dulles


Date: 11/25/94 Departs 8:00 AM and arrives 3:07PM

One Way Fare: \$295.00 23A	Round Trip Fare: \$419.00 23A
<u>\$295.00</u> 23B	Round Trip Fare: <u>\$419.00</u> 23B
Total: \$590.00	Total: \$838.00

Press **GO** Here to Select ONE WAY or ROUND TRIP

TO COINFIRM YOUR RESERVATION:

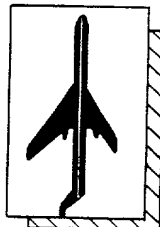
YOUR CHOICE



Press **GO** Here to Charge to Your Credit Card
Press **GO** Here and an Agent Will Call You
Press **GO** Here to Exit Without Reservation

Thursday, October 26, 1994

8:06 PM



AIRLINE INFORMATION AND RESERVATIONS(continued)

CREDIT CARD CHARGE

Amount: \$ 590.00		Delta Flight # 49	
One Way: Phoenix to Dulles Date: 11/25/94			
Departs: 8:00 AM		Arrives: 3:07 PM Dinner	
American Express	Visa	Discover	Master Charge

Press on
Credit Card You
Want to Use:

Enter Your Credit Card Number:

2	1	7	7	7	3	5											
---	---	---	---	---	---	---	--	--	--	--	--	--	--	--	--	--	--

Enter Expiration Date (example 09/97):

Month:			Year:		
--------	--	--	-------	--	--

Press	Here to Erase Above and Repeat
Press	Here to Cancel Above and Exit
Press	Here to Confirm Above Charge

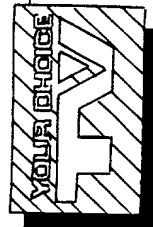



Fig. 18k

Thursday, October 26, 1994 8:06 PM

	AIRLINE INFORMATION AND RESERVATIONS (Continued)
PROCESSING YOUR CHARGE NOW	


YOUR CHOICE Press **GO** Here to Return to Cable TV

TV

1350

Fig. 181

Thursday, October 26, 1994 8:06 PM



AIRLINE INFORMATION AND RESERVATIONS

Your flight has ben booked, seats reserved,
and your credit card has been charged.
This is your confirmation #R03574661

Press **GO** Here to pick up your tickets at the Delta airport counter
Press **GO** Here to have your tickets mailed to you

For your convenience: Press **GO** Here to store your credit card #
IN MEMORY for your next reservation

You can recheck your reservation through
MENU I, Airline Reservations

YOUR CHOICE



 Press **GO** Here to Return to Cable TV

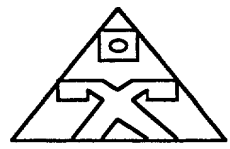


Fig. 19a

Thursday, October 26, 1994
8:08 PM



DMX Demonstration



Here are the menu options you'll enjoy:

Press **GO** On the station you want


Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru-mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to:
MAGGIE MAE by Rod Stewart

More Information on Current Artist/Song
Screen ON/OFF

All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

YOUR CHOICE




Press **GO** Here to Order DMX

Press **GO** Here to Return to Cable TV

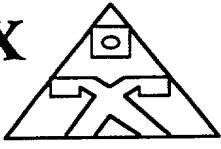
Fig. 19b

Thursday, October 26, 1994 8:08 PM




MUSIC from DMX

Digital Music Express



When you order DMX you will instantly be able to access all the different stations through Menu 1. To enhance listening enjoyment, you might want to connect your stereo speakers to your TV set. If you listen to music in a different room or if you want to watch TV in one room while another family member listens to DMX in a separate room, a TUNER ATTACHMENT is available from your cable system. In any event, order DMX today for only \$4.95 per month and enjoy commercial-free digital radio instantly.

YOUR CHOICE



Press **GO** Here for a Free Demo of DXM, Digital Music Express

Fig. 19c

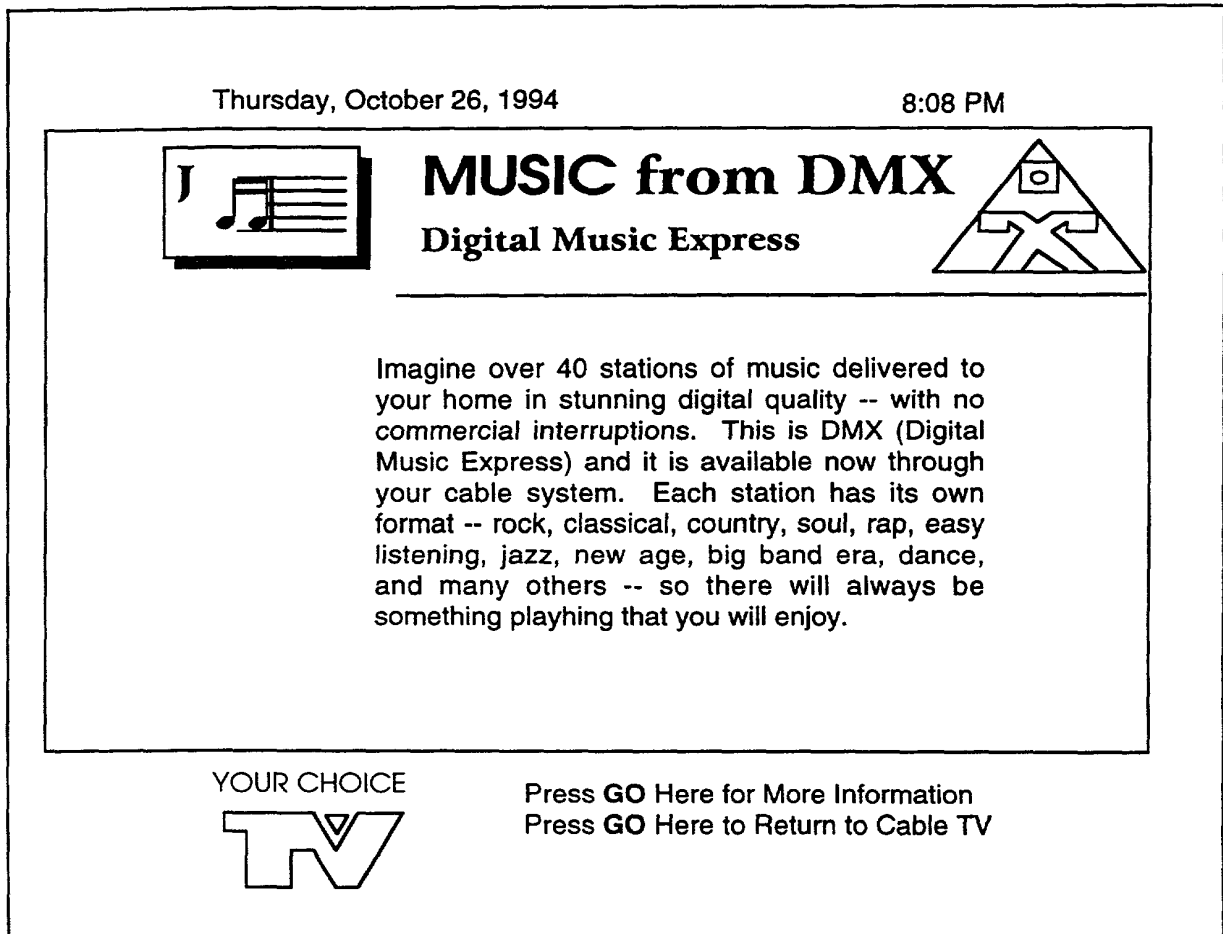


Fig. 19d

Thursday, October 26, 1994
8:09 PM

DMX Demonstration

Here are the menu options you'll enjoy:

Press **GO** On the station you want

Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru-mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to:
PIANO CONCERTO by Rachmaninoff No. 3 op, 30 1909

More Information on Current Artist/Song **Screen ON/OFF**
 All this for just \$4.95 per month. Less than 1/2 the cost of one CD! **ORDER NOW.**


YOUR CHOICE

Press **GO** Here to Order DMX

Press **GO** Here to Return to Cable TV

Fig. 19e

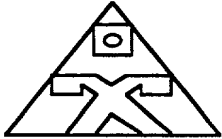
Thursday, October 26, 1994
8:09 PM



DMX Demonstration

Here are the menu options you'll enjoy:

Press **GO** On the station you want




Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru-mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

Seirgei Rachmaninoff was born in Onega, Russia on April 9, 1873. He was a pianist, composer and a conductor. Rachmaninoff composed the Third

More Information on Current Artist/Song
Screen ON/OFF

All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

YOUR CHOICE



Press **GO** Here to Order DMX

Press **GO** Here to Return to Cable TV

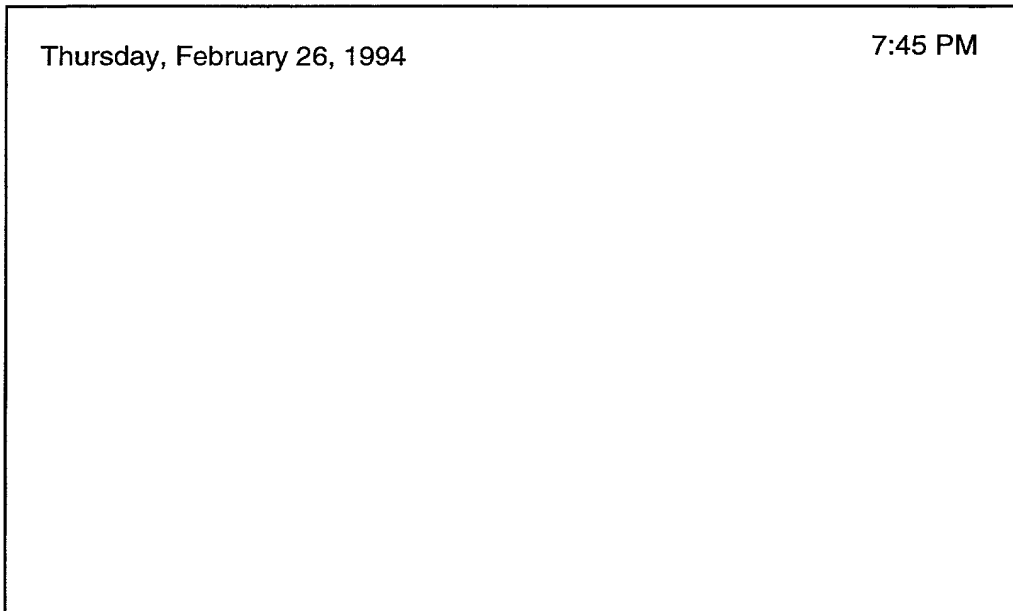
Fig. 20

Thursday, February 26, 1994

7:44 PM

096639-1010
TOT " 6929950

Fig. 21



0966759 10010
TOTOT" 69299660

Fig. 22

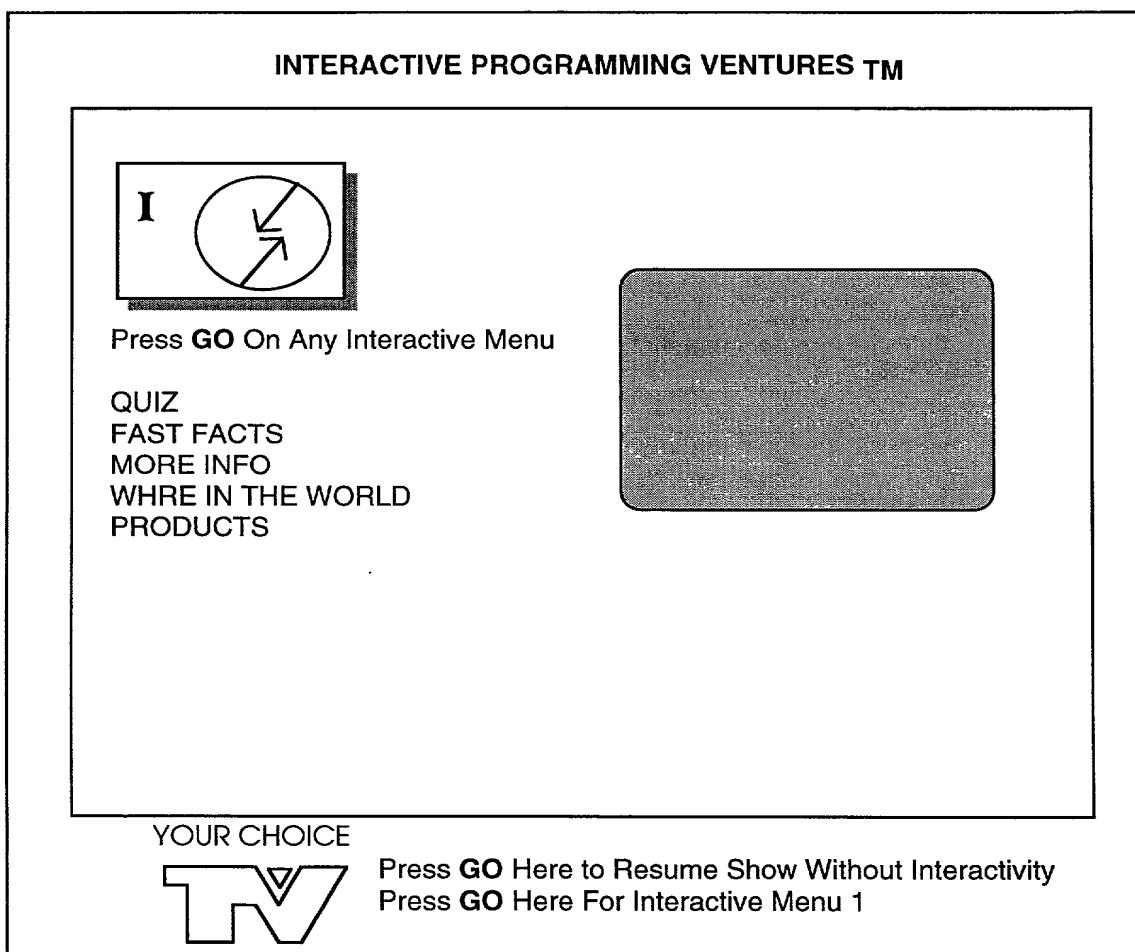
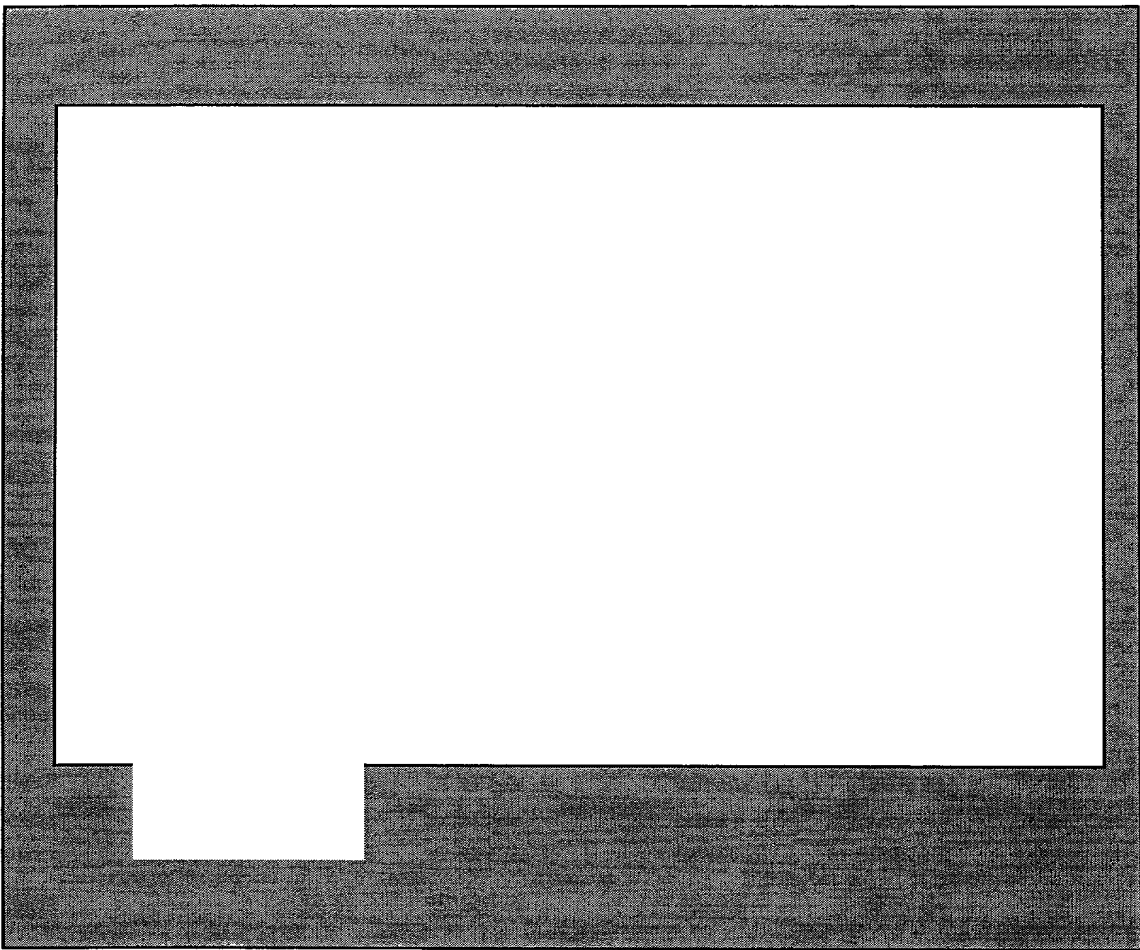
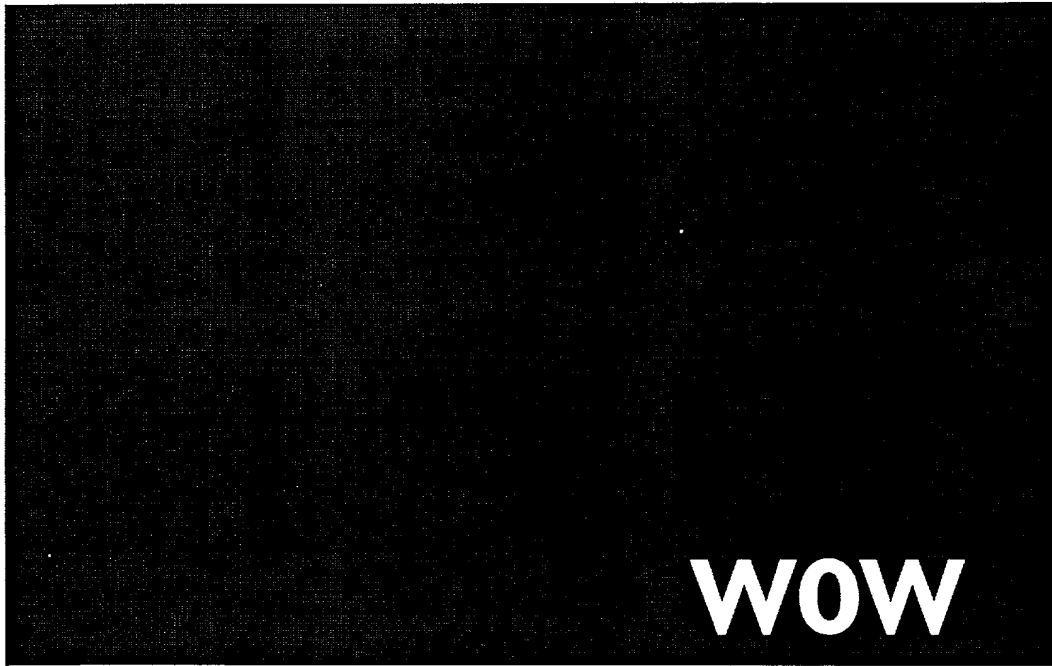


Fig. 23



10101" 63299660

Fig. 24



0906259-10011

Fig. 25

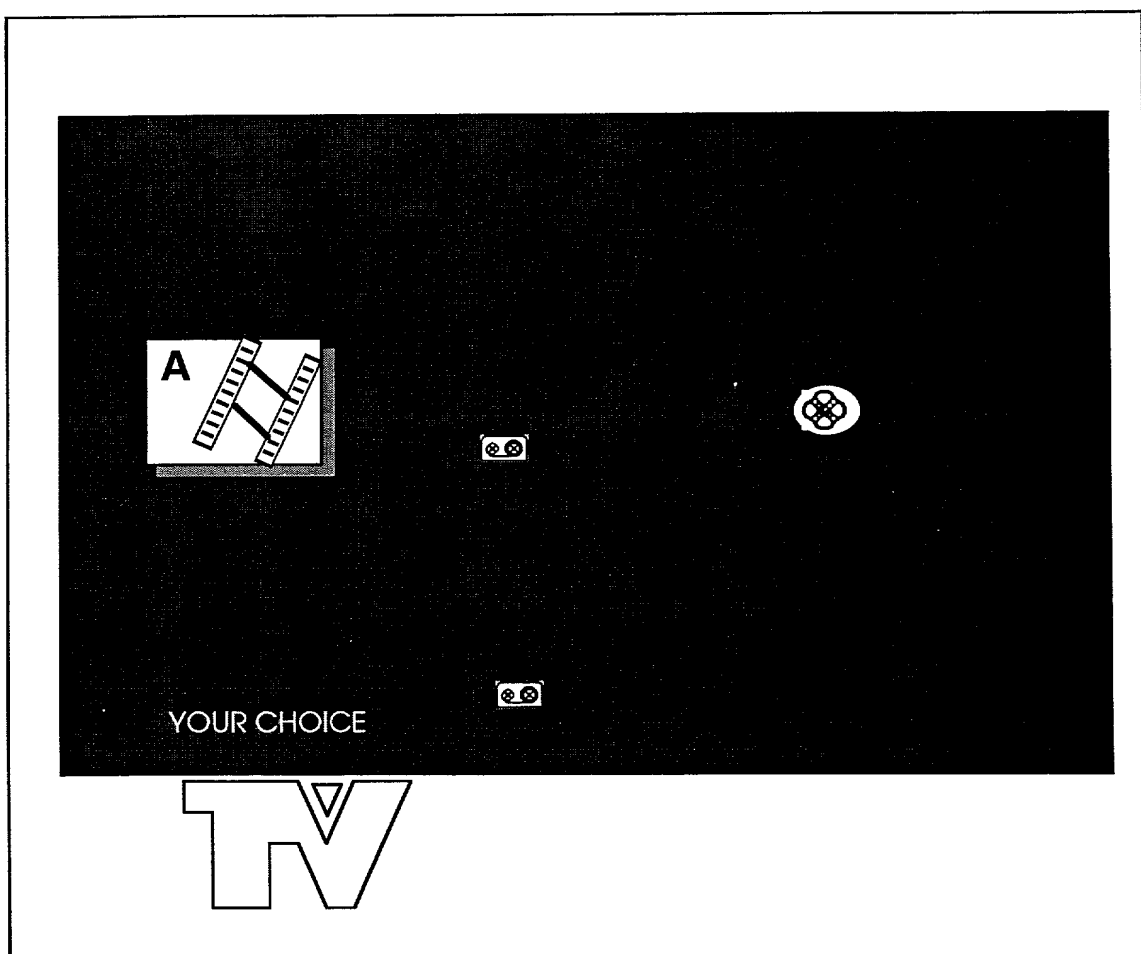
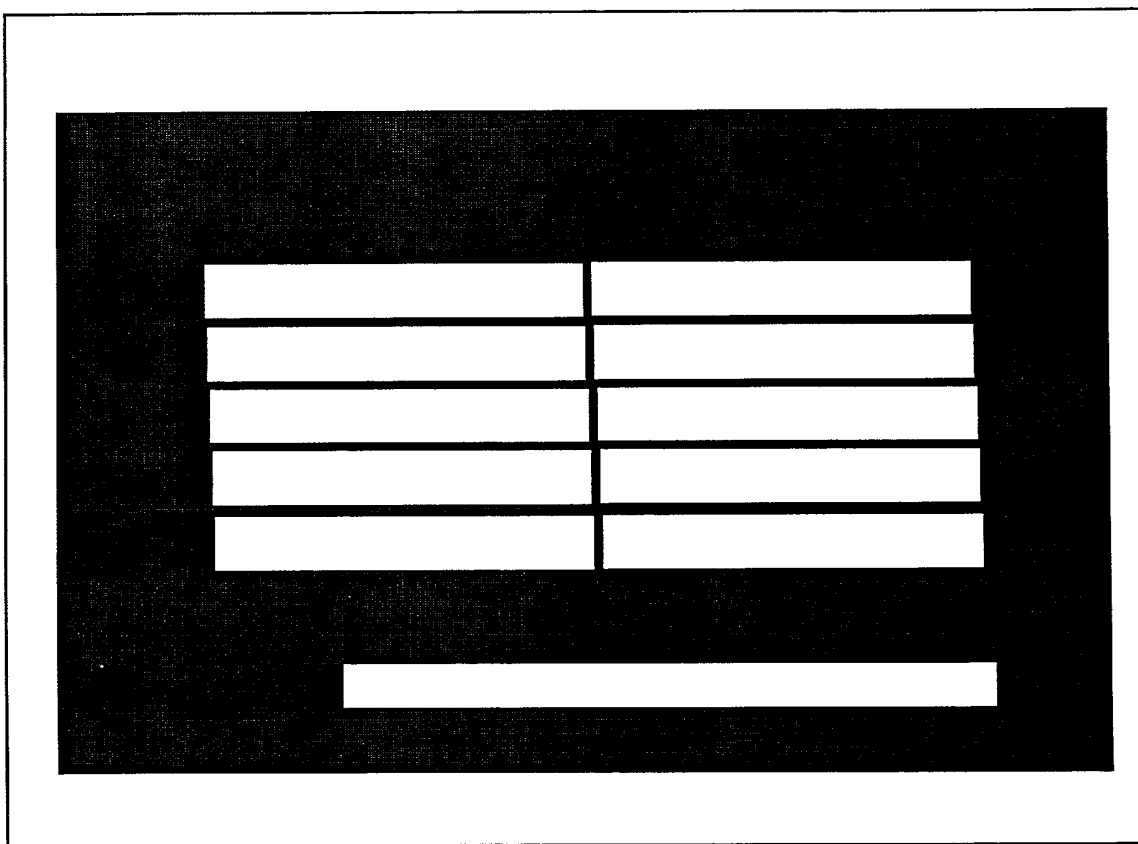


Fig. 26



09969-10101
TOTOT 6929960

Fig. 27

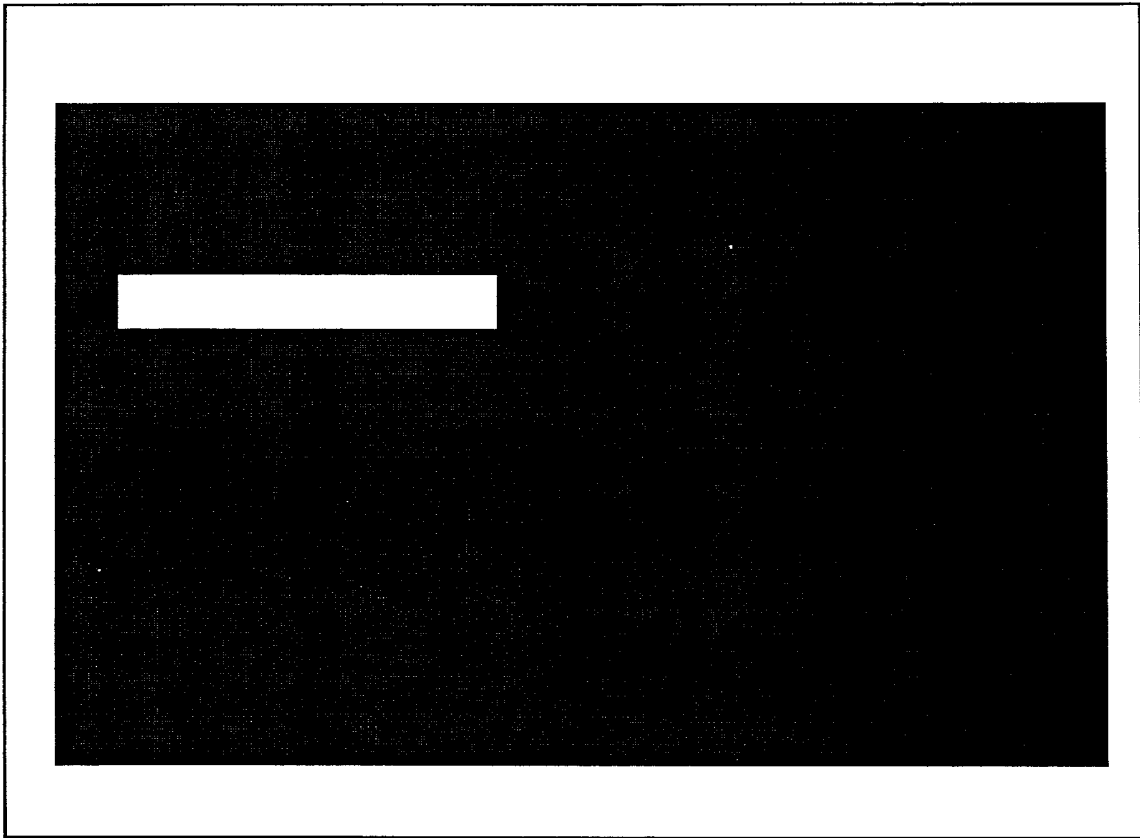
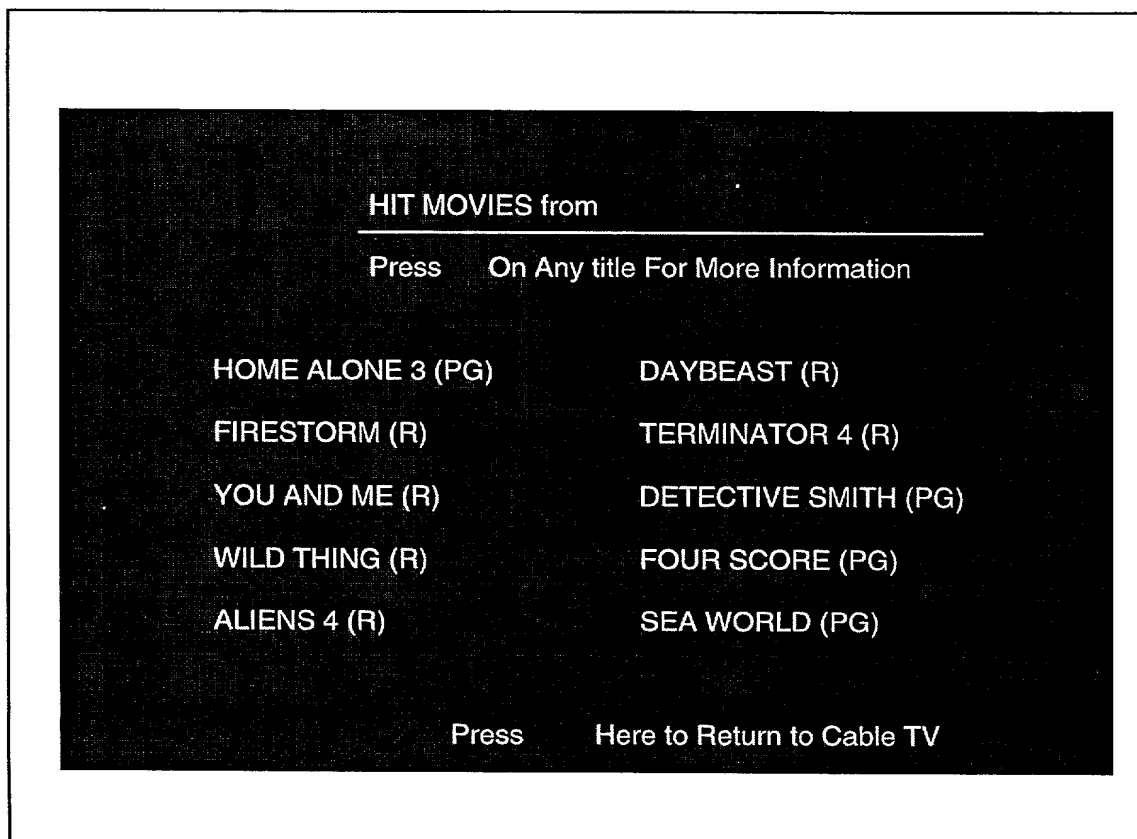


Fig. 28



09966759 "100101